

NEW YORK U
COMMERCE

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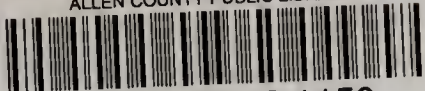
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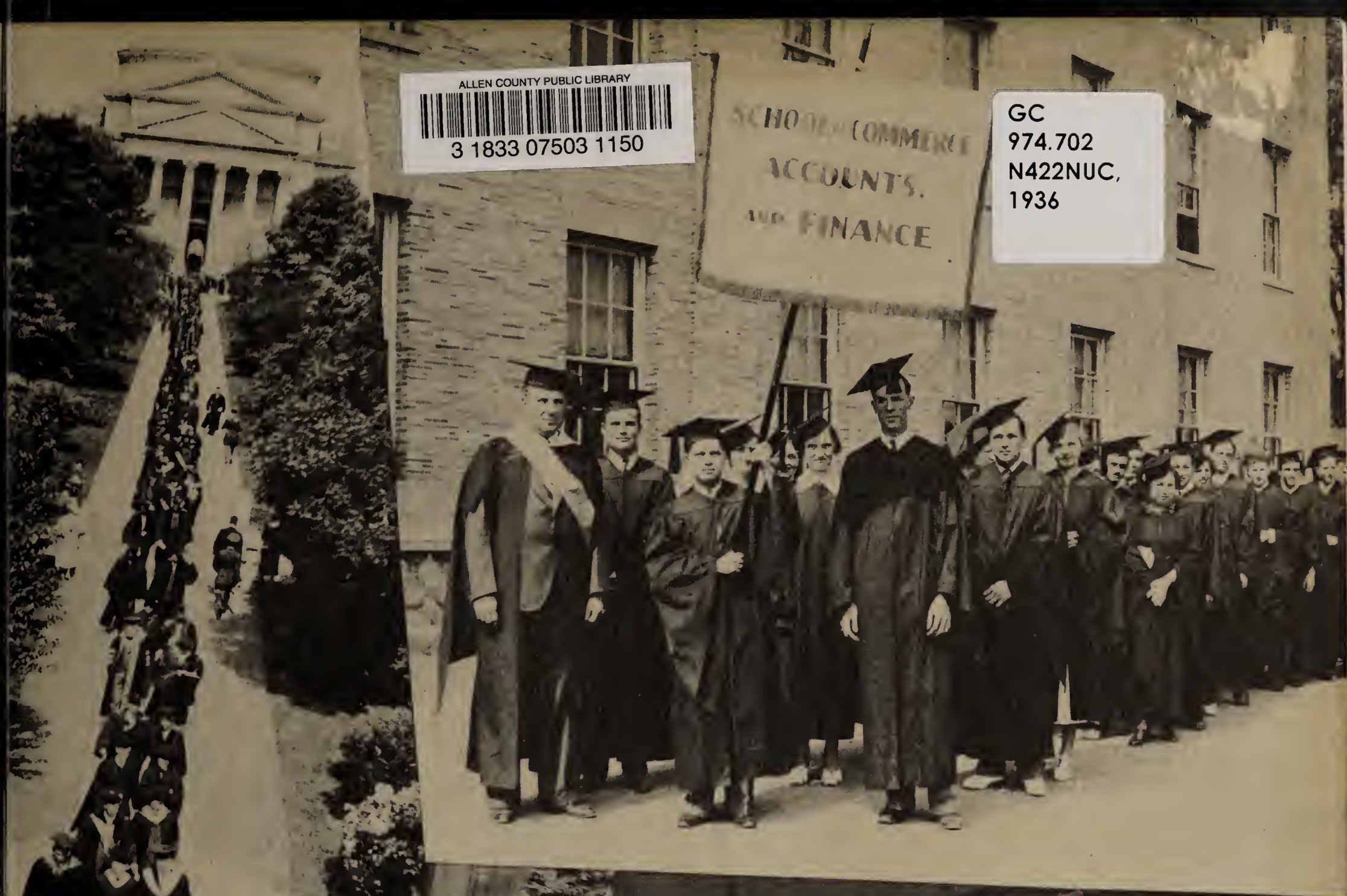
SCHOOL COMMERCE
ACCOUNTS.
AND FINANCE

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1936
V I O L E T



SCHOOL OF COMMERCE
ACCOUNTS AND FINANCE

NEW YORK
UNIVERSITY



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NEW YORK UNIVERSITY
COMMERCE VIOLET
KINGSLEY JONES
Editor-in-Chief



"We'll love thee still, our Alma Mater,
Our dear old New York U."

FOREWORD

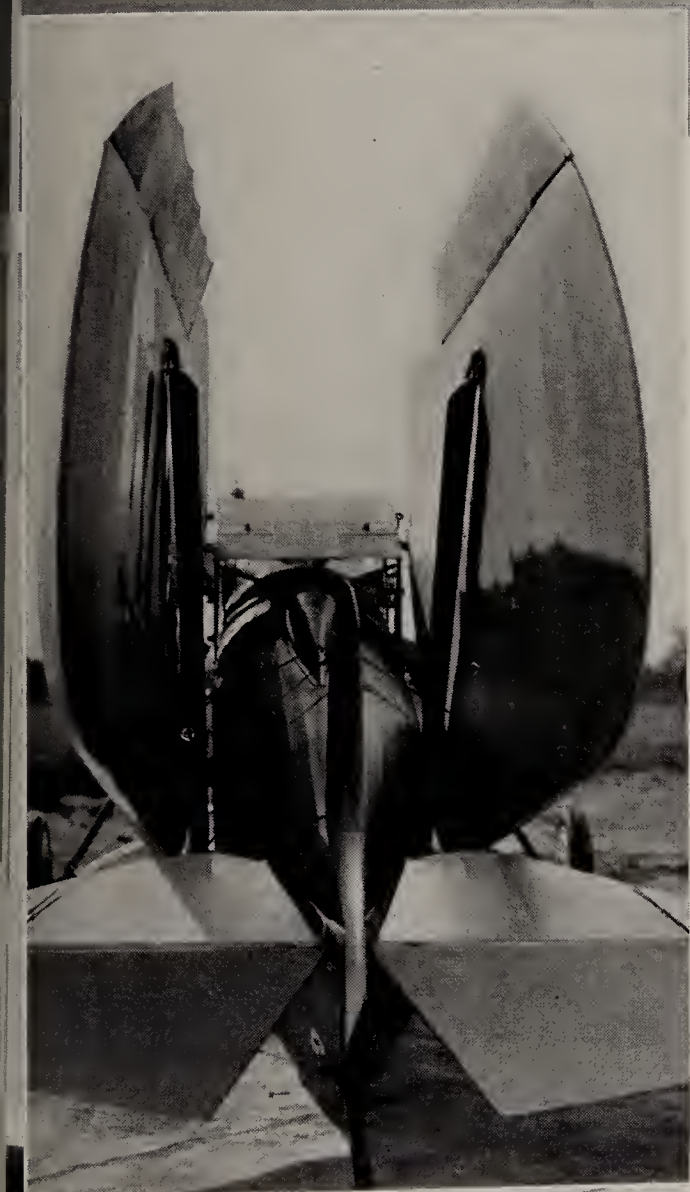
Foresight based on sound judgment is a prerequisite of every successful business man.

Forecasting is an everyday problem in his work.

It is the purpose of this book to forecast and predict prosperity in this new era for American youth.

With this in mind the editors have thrown off the dark cloak of the depression days and donned the brilliant colors of the new prosperity. This book forecasts a prosperous future for the class of 1936.

If this volume portrays to you a cheery outlook, then the purpose of this year-book as emphasized by the messages of Chancellor Chase and Dean Madden, is fulfilled.



PROPHECY

A PROPHECY for the Class of 1936! When I recall that electric power, movies, motors, radio, and telephone have become giant industries within a generation, shall I be rash enough to hazard a prophecy on the prosperity and spiritual power of this generation of well-trained commerce men and women? I know that thirty years hence we shall be as proud of your achievements as we are today proud of the record of the dedicatee who was graduated thirty years ago. But I venture one more prophecy—you will not be so presumptuous and so superficial as those of my generation. While you will not be infallible, you will, I am sure, make greater collective progress and advance the institutions of society further than we have.

JOHN T. MADDEN
Dean



DEDICATION

To Joseph A. Broderick, modest and retiring, as he is vigorous and outspoken when duty calls to action; possessing repose of mind that meets courageously the active life of the world of affairs; exemplifying for us in every way the good member of Society, this Volume is most appropriately dedicated.

COMMERCE



VIOLET

JOSEPH A. BRODERICK

JOSEPH A. BRODERICK, Governor of the Federal Reserve System, Alumnus of New York U., and holder of many honors, was born on December 7, 1881, in New York City. This modest, unassuming man, thus began life in the city that was to watch his rise through the banking world.

Mr. Broderick's career in banking began after his graduation from the School of Commerce in 1906, when he became a junior clerk with the old State Trust Company. He resigned from that company as Assistant Secretary to become a New York State Bank Examiner. While occupied in this work Mr. Broderick developed a system of examination for foreign exchange departments. He was also the first American official to examine branches of American Banks in Europe. In 1910 he was asked to help the district attorney's office to investigate the banking situation.

In 1914 Mr. Broderick was appointed to the original committee that was to work out the technical organization of the Federal Reserve system. Little did he realize that twenty-two years later he would head that vast organization. Upon completion of the work of the committee, Mr. Broderick was appointed the chief examiner for the board from which he resigned in 1919 to become the Vice-President of the National Bank of Commerce. In 1929 Mr. Broderick was appointed as Superintendent of the Banks of the State of New York. This appointment was a complete surprise as before the appointment Mr. Broderick had not met Governor Roosevelt who appointed him. Then in 1936, Mr. Broderick was called to receive his highest position, Governor of the Federal Reserve System.

JOSEPH A. BRODERICK

A Brief Tintype

by

a Classmate

With an acquaintanceship extending over a period of more than thirty years, from the time he attended classes at N. Y. U. to the present, the Honorable Joseph A. Broderick, Governor of the Federal Reserve System, has remained to his host of friends just Joe Broderick.

A man who grew with ripened experience but did not permit conceit to become his master.

Each succeeding advance found him the same quiet, democratic, modest and courageous gentleman we all learned to love and admire.

Possessed of an indomitable will for work, he carried on with distinction and his integrity is beyond reproach.

He has always been an inspiration to his friends and has served his State with honor.

As in the past, we are watching him as a Governor of the Federal Reserve System, and confidently predict his service to his country will be outstanding and exemplary.

JOHN H. KOCH.



HISTORY OF NEW YORK U.

October 13, 1830—Marks First Election of Council of University of City of New York.

1830—Albert Gallatin, U. S. Treasurer, named Chairman of New College council. Post as Chancellor to Reverend James Mathews.

April 18, 1931—State Solons Grant University Charter to New York University.

1832—First Class meets in Clinton Hall, Beekman and Nassau Streets.

1835—Samuel F. B. Morse, Father of Telegraph, Foremost Artist, Takes Chair of Art. University College of Arts on Site of Potters Field and Gallows Tree; Institution Moves to Washington Square.. New York University Establishes School of Law.

1839—Theodore Frelinghuysen Takes Chancellorship in March.

1841—University Founds Medical School for City's Pill Rollers.

1853—Dr. Isaac Ferris is Named Third Chancellor of N. Y. U.

1854—Draw up Plans for Civil Engineering, Architecture Colleges at New York U.

1866—Irving Place Medical School of N. Y. U. Destroyed by Fire.

1870—Reverend Howard Crosby, Alumnus, Elected Fourth Chancellor.

1876—Young Ladies Who Need Education May Attend New York U.

1881—Reverend John Hall Mounts Rostrum as Fifth New York U. head.

1886—New York University Expands Scope to Include Graduate School Work.

1890—Further Expansion at N. Y. U. as School of Pedagogy is Established.

1891—Sixth Chancellor Named; Choice Falls on Henry MacCracken.



1892—N. Y. U. Merger with Columbia for Big Endowment Spurned.

1894—University College Treks From Square to University Heights on City Fringe. Heights Athletic Field Named for Ohio Society of Donors.

1896—State Regents Rebaptize University of City of New York as New York U.

1898—Surgical Job Splices University Medical School with Bellevue Hospital College.

1899—N. Y. U. Architects and Civil Engineers Attend "School of Applied Science" now. University has Veterinarian College; May Teach Embalming Next.

1900—C. P. A. Society Sponsors Evening School of Commerce. Mrs. F. J. Shepard Donates \$350,000 To Create American Hall of Fame.

1906—Wall Street Division Purchased with Quarter Million Sage Fund.

1911—Dr. Elmer Ellsworth Brown U. S. A. Education Commissioner Chancellor.

1913—Chancellor Brown Suggests Foundation of Washington Square College of Arts.

1920—School of Applied Science Renamed Again; Becomes Engineering College.

1921—Norris A. Brisco Appointed Dean of First U. S. School of Retailing. Altman Foundation Supports New Fine Arts Department.

1925—College of Dentistry Fills Space in New York U. List.

1926—Daniel Guggenheim Aeronautics School of N. Y. U. Founded. New York University Gets Largest Collection of Clocks and Watches.

1927—Gallery of Living Art at W. S. C. Most Comprehensive in World.

1931—Centennial Celebration Marks Hundred Years as University Heights Gym Dedicated.

1932—New York U. Sponsors an International Conference of Universities at Waldorf.

1933—Chancellor Brown Retires After Service of 22 Years.

1934—Army of Faculty Men March Through Square in Election Pageant For New Chancellor Dr. Harry Woodburn Chase.

1935—Long Island Town Site of New N. Y. U. Nassau College.



HISTORY OF COMMERCE

1900—The School of Commerce was founded through the efforts of the New York State Society of Public Accountants.

1902—Three years of evening work were required for a B.C.S. degree.

1903—Alpha Kappa Psi, first commercial professional fraternity founded on the campus.

1907—The first international fraternity, Delta Sigma Pi, was founded on the campus with the express purpose of furthering the principles of commerce being taught by the school.

1920—The Graduate School of Business Administration was founded at Wall Street; the Trinity Place building was purchased.

1921—Dr. Norris A. Briscoe became the first dean of the School of Retailing, the first school of its kind in the country.

1922—A memorial tablet to Charles Ezra Sprague, professor of accounting in the School from 1900 to 1912, was unveiled in the Commerce lobby.



1925—Dean Johnson died; John T. Madden became the new head of School, which was to attain an enrollment of 8,000 students and over 200 faculty members under his leadership.

1926—The new School of Commerce building was opened. The B. C. S. degree was liberalized by the addition of a full year of cultural courses; a four year curriculum leading to the degree of Bachelor of Science was offered.

1927—The famous owls, now seen atop the School of Commerce entrance and in Department of Journalism lobby, were taken down from old New York Herald building and presented to School by William T. Dewart, president of the Sun Publishing Company.

1928—School of Commerce had more of its students on the National champion, N. Y. U. football team than any other school in the University.

1931—Freshman Week was inaugurated to give new students an opportunity of becoming orientated in their new environment.

1932—Lassman Hall, dedicated to the memory of Alfred Lassman, one of the greatest athletes ever to attend the School of Commerce, was opened where the old North Study Hall was formerly situated.

1933—The all-university newspaper was indefinitely suspended; "Commerce Bulletin" was established as semi-weekly publication to serve School.





DEDICATED TO
RAYMOND RODGERS

Professor of Finance

A keen financier, an intelligent executive, who during his term as Secretary of the School of Commerce has endeared himself to both the faculty and the student body.

ADMINISTRATION



NEW YORK UNIVERSITY COUNCIL

THE Council of New York University, which was incorporated on April 18, 1831, is a self-perpetuating governing board. It consists of thirty-two members, each holding office for four years or until his successor is elected. One fourth of the members go out of office each year on the fourth Monday of October, when successors are elected by the Council.

Officers

President	FRED I. KENT, LL.D.
Vice-President	ALLAN MELVILLE POPE
Secretary	BENJAMIN STRONG
Treasurer	WILLIAM MORGAN KINGSLEY, A.M. LL.D.

Members

Date of Election		Expiration of Term
1899	WILLIAM MORGAN KINGSLEY, A.M., LL.D.	1938
1905	FRANK ARTHUR VANDERLIP, A.M., LL.D.	1937
1909	BENJAMIN THOMAS FAIRCHILD, Ph.D., Ph.G.	1937
1913	FINLEY JOHNSON SHEPARD	1936
1914	WILLIAM RUSSELL WILLCOX, A.M., LL.B., LL.D.	1936
1919	PERCY SELDON STRAUS, A.B., D.C.S.	1938
1919	ARTHUR SMITH TUTTLE, B.S., C.E.	1938
1921	EDWIN LOUIS GARVIN, A.B., LL.B., LL.D.	1937
1922	PERCY S. YOUNG, B.C.S.	1936
1926	ALBERT EUGENE GALLATIN	1939
1927	WILLIAM WHITLOCK BRUSH, M.S., C.E.	1937
1928	THOMAS WILLIAMS	1939
1929	FRED I. KENT, LL.D.	1937
1930	WILLIAM HENRY HAMILTON, A.B.	1937
1930	ARTHUR BUTLER GRAHAM, LL.B.	1936
1930	ARTHUR STIMSON DRAPER, B.S. in M.E., A.M.	1938
1931	IRVING HUSTED BERG, A.B., B.D., D.D.	1938
1931	DAVID SARNOFF, Sc.D., Litt.D.	1938
1931	ORRIN R. JUDD, B.C.S., LL.B.	1937
1931	ALLAN MELVILLE POPE	1939
1931	GEORGE EMLIN ROOSEVELT, A.B.	1939
1931	BENJAMIN STRONG	1939
1932	SAMUEL ALBURTUS BROWN, M.D., D.P.H.	1939
1932	BARKLIE HENRY, A.B.	1936
1933	CASS CANFIELD, A.B.	1939
1933	HARRY WOODBURN CHASE, Ph.D., L.H.D., Litt.D., LL.D.	1936
1933	LAWRENCE GEORGE PAYSON, A.B.	1937
1933	MALCOM DOUGLAS SIMPSON, B.C.S.	1936
1935	R. KEITH KANE, A.B.	1939

Associates of the Council

JOSEPH SMITH AUERBACH, A.M., LL.B., Litt.D.	NATHAN L. MILLER, LL.D.
WALTER EDWIN FREW	JOHN BOND TREVOR, LL.B., LL.D.

To the Commerce Seniors:

Students who are in college at this time of reviving business and industry seem to me to be unusually fortunate. With the quickening demand for trained services opportunities are multiplying. It is my judgment however that competition in this country will be permanently keener than it has been before in our history and that the rewards must be sought for with greater industry and intelligence. You who are graduating this year can look forward not only to an expanding need for services but also to an insistence that those services be of the highest character ethically as well as technically. It is a day both of opportunity and of challenge and I wish you well.

Cordially yours,

Harry Woodburn Chase

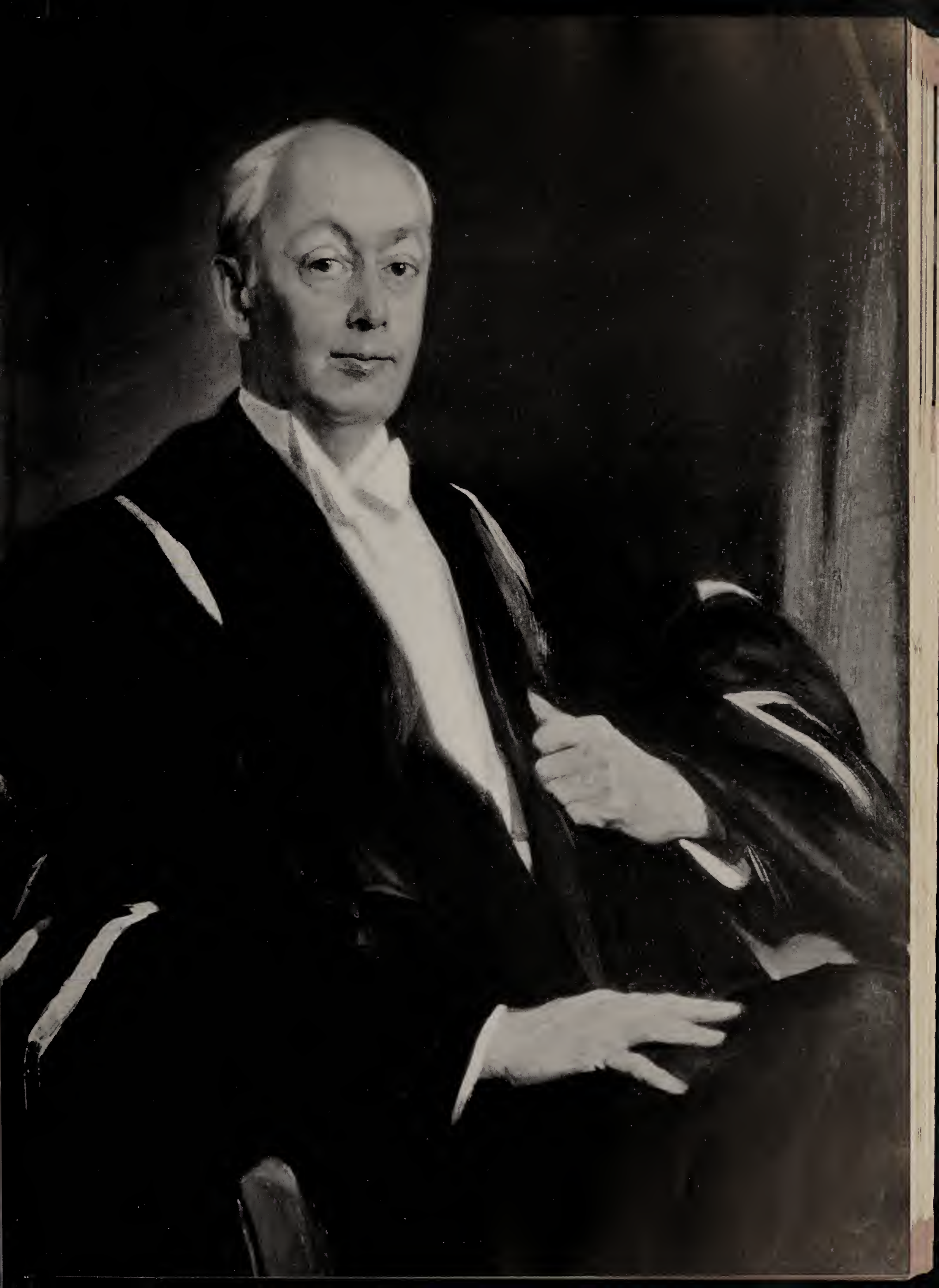
Chancellor

CHANCELLOR HARRY WOODBURN CHASE

Born at Groveland, Massachusetts on April 11, 1883; Dartmouth College, 1904, A.B., 1908, A.M.; Clark University, 1910, Ph.D.; Lenoir College, 1920, LL.D.; Lake Forest College, 1920, LL.D.; University of Georgia, 1923, LL.D.; Dartmouth College, 1925, LL.D.; University of North Carolina, 1930, LL.D.; Rollins College, 1931, Doctor of Humanities; University of Michigan, 1932, LL.D.; Lafayette College, 1933, LL.D.; Columbia University, 1933, Litt.D.; Director of Clinic for sub-normal children, Clark University, 1909-10; Professor of Philosophy of Education, 1910-14, Professor of Psychology, 1914-19, Acting Dean, College of Liberal Arts, University of North Carolina, October, 1918 to January, 1919; Chairman of the faculty, January, 1919 to June, 1919; President of the University of North Carolina, 1919-30; President of the University of Illinois, 1930-33; Chancellor of New York University, July 1, 1933.

Recent achievements: New York Herald Tribune Conferences, "Crisis in Education," October, 1933; "Case of Civilization versus Hitlerism," March 7, 1934 (Madison Square Garden); Davies Lecturer; "College Education, a Social Tool," April, 1934; "Education in the Democratic State," October, 1934 (delivered on the Barnwell Foundation).

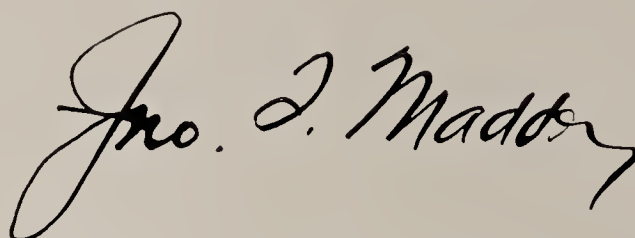
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PROSPERITY, I am told, is the theme of your volume. But real prosperity comes only when we burst the bonds of all the servitudes that hinder us from attaining the highest degree of perfection of which our personality is capable.

Fear and languor, for example, are two of the more common bonds of servitude. The majority are not free because they fear to do the thing that is different or to tread a road that calls for disciplined resoluteness. You are not free so long as you seek man's good opinion or fear man's contempt in following a course of action which you are convinced is right. Languor, too, is a strong bond of servitude. Work, hard work, is the spice and flavor of life.

I hope that you will enjoy the prosperity of free men and women, those who have burst the bonds of servitude. This is real prosperity.



DEAN.

JOHN T. MADDEN

Dean, School of Commerce

Born at Worcester, Massachusetts, on October 26, 1882; New York University, 1911, B.C.S. (Summa Cum Laude); Holy Cross, 1921, M.A.; Professor of Accounting, 1917; Head of Department, 1917-1922; School Secretary, 1918-1921; Assistant Dean, 1922-1925; Dean, 1925—; President, Alexander Hamilton Institute; since 1929 President, International Accountants' Society, Inc.; past-President, American Association of University Instructors of Accounting; American Association Collegiate Schools of Business; Certified Public Accountant, New York and New Jersey; member of numerous professional and learned societies; Director, Institute of International Finance; Secretary, Council on Accountancy, State of New York; member, Chamber of Commerce, State of New York; Merchants' Association, New York City; Commander, Order of the Crown of Roumania; Commander, Order of Leopold II of Belgium.

Recent achievements: Administrative member of N. R. A. code; expert witness in Insull Trial, in matters pending before the Public Service Commission of the State of New York, and in the Federal Trade Commission; principal speaker at the annual luncheon of the New York Credit Men's Association, February, 1935. Author of INTERNATIONAL MONEY MARKETS AND INTERNATIONAL CAPITAL MARKETS (with Dr. Nadler); head, the University group in Philco Radio & Television Company's sales conference on cruise to Jamaica, Spring 1935.



JOHN T. MADDEN
Dean, School of Commerce



GEORGE ROWLAND COLLINS
Associate Dean,
ΦΒΚ, ΒΓΣ, ΠΚΔ, ΑΦΣ, ΑΚΨ



Born at Hubbard, Ohio, 1894; Macalester College, 1916; Harvard University, 1920, M.A.; New York University, 1922, M.B.A.; Macalester College, 1934, LL.D.; Acting Director, College-Commerce group, University College of Arts and Pure Sciences; American Economic Association; The Market Research Council; American Academy of Social and Political Science; National Association of Teachers of Marketing; American Management Association; American Association of University Professors; American Marketing Society.



EDWARD JONES KILDUFF

Assistant Dean

Φ B K, Β Γ Σ, Α Φ Σ, Α Κ Ψ

Born at Waterbury, Connecticut, 1889; Yale University, 1912 B.A.; New York University, 1915 A.M.; Instructor in Business English, School of Commerce 1912-1915; Professor of Business English, School of Commerce, 1920—; in charge of Arts Courses, School of Commerce, 1926—; Chairman Curriculum Committee, School of Commerce, 1923—; Chairman Publicity Committee, School of Commerce, 1930—; member National Association of Teachers of Marketing (President, 1922).



ARCHIBALD W. TAYLOR

Dean
Graduate School
Β Γ Σ, Α Φ Σ, Α Τ Ω



Director, Wall Street Division—Dean, Graduate School of Business Administration

Born at Linwood, Nebraska, 1877; Doane, 1902, B.A.; Wisconsin, 1910, M.A.; Oglethorpe, 1932, D.C.S.; Doane, 1932 LL.D.; Graduate work at University of Chicago and University of Pennsylvania; Professor of Economics.

**RAYMOND RODGERS**

Secretary

 $\Delta \Sigma \Pi$, $\Lambda \Phi \Sigma$

Born in Bath County, Kentucky, 1889; University of Kentucky, 1921, B.A.; New York University, 1925, M.B.A.; Associate Professor of Banking and Finance; Co-author, MONEY AND BANKING.



JOHN H. PRIME
Director of Admissions
Φ Κ Τ, Φ Δ Κ, Τ Α Κ



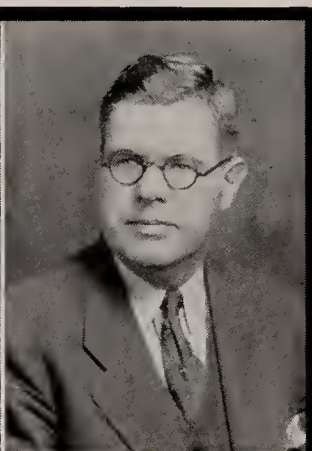
Born at New York City, September 26, 1900; New York U., 1922, B.S.; New York U., 1923, A.M.; New York U., 1933, Ph.D.; Instructor of Economics, 1923; Instructor in Finance, 1928; Assistant Professor of Finance, 1929; Associate Professor, 1934; Assistant Secretary, School of Commerce, 1924; Chairman, Committee on Admissions, 1929; Director of Admissions, 1932; Director of Commerce Division, Nassau College, 1935; Member of American Economic Association; Board of Governors, N. Y. U. Men-in-Finance; Author of Analysis of Industrial Securities; Contributor to Journal of Education, School and Society, and Journal of Higher Education.

FACULTY COMMITTEE

PROF.
A. H. ROSENKAMPFF
Chairman
Committee on Prizes



DR. GERALD E. SE BOYAR
Chairman
Committee on
Scholastic Standing



PROF. LOUIS BADER
Chairman
Freshman Orientation



LAWRENCE ZIMMER
Director of
New York U.
Employment Bureau



MISS GLADYS REUTIMAN
Advisor to Women



MISS
FLORENCE CRANDALL
Recorder



MULFORD MARTIN
Librarian



PROF. J. H. BONNEVILLE
Chairman
Discipline Committee



ACCOUNTING DEPARTMENT



PROF. ROSENKAMPF
Chairman

THE administrative duties of the Department of Accounting are borne by the full time members of the staff. Associate Professor Lang is the departmental representative in the Graduate School of Business Administration; Assistant Professor Harris and Mr. Wider are in charge of quizzes and examinations; Associate Professor Sullivan supervises the grading of papers.

The department is adding to its offerings a course in Bank Accounting, which should appeal to those students who are specializing in banking.

Assistant Professor Schlauch has written a book on general mathematics for business students. In collaboration with Associate Professor Lang he is also writing a modern text on the Mathematics of Finance.

Associate Professor Lang and Assistant Professor Harris have just completed the manuscript of a new text on Cost Accounting.

BANKING AND FINANCE DEPARTMENT

FOR the first time in any educational institution comprehensive, planned, degree curricula covering four main divisions of the insurance field have been offered, namely: Life Underwriting, Actuarial Mathematics, Life Office Administration, and General Insurance (Brokerage).

These programs have been carefully planned by the faculty of the School of Commerce with the aid of leaders in the insurance field. In working out these programs it has been necessary to call back into our service Mr. James E. Bragg, formerly Professor of Life Insurance Salesmanship of New York University, to give a new course, Life Insurance—Service and Selling. Students who master the course in Life Underwriting should find themselves qualified to pass the Chartered Life Underwriters examination given by the American College of Life Underwriters.



MAJOR B. FOSTER
Chairman

BUSINESS ENGLISH DEPARTMENT

WITH a new departmental textbook introduced into the course in Business English, the faculty has turned its attention to other activities. Professors Manville, Brosius and Baker have been engaged in revising the material of their respective courses in Direct Advertising, Fundamentals of Composition and Accountants' Letters and Reports. Professor Buckham has been making the course in Logic more adaptable to the needs of commerce students. Professor Morris has continued as Counselor to the evening students' organizations. Professor Clyne has added to his laurels as editor of the N. Y. U. Alumnus. Professor McKee has devoted most of his time to public relations work for the University. Students of public speaking were glad to see Dr. Lindgren return after a long absence. In addition to his professional advertising activities, Mr. Janis has given invaluable assistance to the department.



EARL MANVILLE
Chairman

ECONOMICS DEPARTMENT



PROF. SPAHR
Chairman

THE activities of the faculty of the Economics Department continue long after their regular teaching hours. Professor King was until Christmas President of the American Statistical Association and has also been engaged in a multitude of other activities. Professor Studenski does a great amount of work in taxation for the City, State and Federal Governments. Doctors Haney and Fackler keep the newspapers filled with their columns. Doctors Muntz and Dorau are trying to bring some books to completion. Doctor Piquet is still on leave with the United States Tariff Commission, and Mr. Stocking is on leave with the Department of Commerce. Doctor Otto Nathan came from Princeton as lecturer in Economics. Professor Spahr continues as Secretary-Treasurer of the Economists' National Committee on Monetary Policy, has assumed some advisory functions, and is editing the new third edition of "Economic Principles and Problems."

GENERAL COURSE GROUP



EDWARD KILDUFF
Chairman

TO promote the well-rounded education of the business aspirant the general course department offers various cultural subjects, which include Outlines of Science, History, Literature and Psychology.

Two new books written by instructors in the General Course Department were published during this scholastic year: "General Mathematics for Students of Business," by Professor Schlauch, and "Readings in English and American Literature," by Dr. SeBoyar. Other outside activities pertaining this scholastic year: "General Mathematics for department were confined mainly to lectures, especially by Newman L. Hoopingarner, Professor of Psychology, who was a delegate to the convention of the Association of College Professors and who also spoke in St. Louis at the annual Science Convention.

JOURNALISM DEPARTMENT

ONE of the outstanding departments in New York University is the Department of Journalism. It has attained this position through the combined efforts of its members, all prominent and active leaders of today. They are men and women who have molded, created and influenced modern opinions.

Leon R. Whipple, a senior professor, is the editor of "Survey." John Q. Bakeless, an editor of many magazines and author of "Magazine Making," is at present engaged on a mounmental work, "Christopher Marlowe," which will probably be an epic. The department is also fortunate in having Sylvia Chatfield Bates, a novelist of repute, within its illustrious portals. Paul A. Tierney, one of the editors of the NEW YORK POST, and George A. Hastings, former executive secretary to Herbert Hoover, are constant in their efforts and untiring in their energies.



HENRY B. RATHBONE
Chairman

LAW COURSES

DURING the past year the members of the faculty giving courses in Law continued their ever widening scope of outside activities. Professor Cleveland F. Bacon, Senior Professor in charge of the law courses, gave many lectures on the application of law to business and professional life and also continued his radio talks.

Continuing its development of the plan to base the computation of the students' grade more on classroom work than on examination, the law course group found the results of the plan very satisfactory. Other needed improvements in the instruction and services to students are planned.



CLEVELAND L. BACON
Senior Professor

MANAGEMENT DEPARTMENT



WILLIAM B. CORNELL
Chairman

WITH business in a state of constant change the members of the Management Department have been occupied during the past year in striving to keep abreast of the rapid developments in the field of management.

Mr. Lange is serving as Director of the New York State Employment Service and State Director of the National Reemployment Service.

Professor Maze is serving as a consultant in office systems under the city administration of Mayor LaGuardia.

Two new courses were given in the Graduate School of Business Administration: Philosophy of Industrial Relations under Dr. Metcalf and Managerial Analysis and Interpretation of Costs under Dr. Glover. Professor Cornell is writing a new text for use next September in Management 1-2.

MARKETING DEPARTMENT



HUGH AGNEW
Chairman

THE Department of Marketing offers general and specialized courses leading to the professions of salesmanship, advertising, marketing research, directing foreign trade and traffic management.

Professor Agnew, secretary of the National Association of Teachers of Marketing, conducted two marketing researches this year with the aid of Assistant Professor Dale Houghton. One, a survey among the newspapers of New York, was the first home-reading investigation ever undertaken. The other was a study of price-making gathered from two hundred of the country's leading firms. This study was made for the Associated Press.

Professor Drury, who was head of the American delegation to Russia, conducted a research on cooperative marketing in Moscow.

Professor Jenkins, co-author of "Outline of Essentials of Marketing," is Assistant Secretary of the Educational Buyers' Association.

SCHOOL OF RETAILING

THE School of Retailing had the largest graduating class in its history. Twenty-eight states and fifty-two colleges were represented. These statistics offer an interesting comparison with those of the first graduating class consisting of three graduates, representing two states and three colleges.

THE JOURNAL OF RETAILING had subscribers from forty states, as well as from Washington, D. C., and Alaska. The following foreign countries were represented in its subscription list: Australia, Canada, China, England, Hawaii, Japan, Netherlands, Philippines, Poland, Sweden and Switzerland.

During the year Dean Brisco brought about a closer cooperation between the School of Retailing and leaders in the retailing field. Several prominent store executives, including store presidents, either gave courses or were special lecturers.



NORRIS A. BRISCO
Dean of the School of
Retailing



NEW YORK UNIVERSITY SENATE

THE Senate of New York University is an academic body representing all the schools and divisions of the University. It discusses matters of general educational policy and is charged with certain special functions, such as those relating to the University Press and the Hall of Fame. The Senate consists of the Chancellor, the Dean of the Faculties, the Provost and the Dean and one professorial representative of each of the several schools.

Officers

President,

HARRY WOODBURN CHASE, Ph.D., L.H.D., Litt.D., LL.D., Chancellor

Vice-President FRANK H. SOMMERS, J.D., LL.M., LL.D.

Secretary ARCHIBALD LEWIS BOUTON, A.M., Litt.D.

Members

Harry Woodburn Chase, Ph.D., L.H.D., Litt.D., LL.D., Chancellor
Marshall Stewart Brown, Ph.B., A.M., L.H.D., Dean of Faculties
Rufus D. Smith, A.M., Provost

COLLEGE OF ARTS AND PURE SCIENCE

Dean Archibald Lewis Bouton, A.M., Litt.D.

Professor Albert S. Borgman, Ph.D. (Term expires 1937)

COLLEGE OF ENGINEERING

Dean Collins P. Bliss, Ph.B., A.M.

Professor Thorndike Sarrille, A.B., M.S., C.E.
(Term expires 1937)

GRADUATE SCHOOL

Executive Secretary, Professor John Musser, Ph.D.

Professor Henry P. Fairchild, Ph.D., LL.D. (Term expires 1936)

SCHOOL OF EDUCATION

Dean John William Withers, Ph.D., LL.D.

Professor Albert B. Meredith, A.M., Ph.D., L.H.D., LL.D. (Term expires 1936)

SCHOOL OF LAW

Dean Frank Henry Sommer, J.D., LL.M., LL.D.

Professor Charles W. Tooke, A.M., LL.B., D.C.L. (Term expires 1936)

MEDICAL COLLEGE

Dean John Wycoff, A.M., M.D.

Professor Frederick C. Holden, M.D., F.A.C.S. (Term expires 1936)

SCHOOL OF COMMERCE, ACCOUNTS, AND FINANCE

Dean John Thomas Madden, B.C.S., A.M., C.P.A.

Professor William B. Cornell, M.E. (Term expires 1937)

WASHINGTON SQUARE COLLEGE

Dean Milton E. Loomis, A.M.

Professor Arleigh B. Williamson, A.M. (Term expires 1938)

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

Dean Archibald Wellington Taylor, A.M., D.C.S., LL.D.

Professor Hugh E. Agnew, A.B. (Term expires 1936)

SCHOOL OF RETAILING

Dean Norris A. Brisco, Ph.D.

COLLEGE OF DENTISTRY

Dean Allen T. Newman, ScM., D.D.S.

Professor Gustav J. Noback, Ph.D. (Term expires 1936)

SCHOOL OF ARCHITECTURE AND ALLIED ARTS

Dean E. Raymond Bossange, Ph.D. Arch.

Professor De Witt C. Pond, B.S., A.M. (Term expires 1938)

DIVISION OF GENERAL EDUCATION

Dean Ned H. Dearborn, Ph.D.

NASSAU COLLEGE

Acting Dean Arthur D. Whitman, Ph.D.



DEDICATED TO
DEAN G. ROWLAND COLLINS
Associate Dean

Whose broad vision of the Uni-
versity makes it possible for him
to represent Commerce ideals in
other divisions of the University.

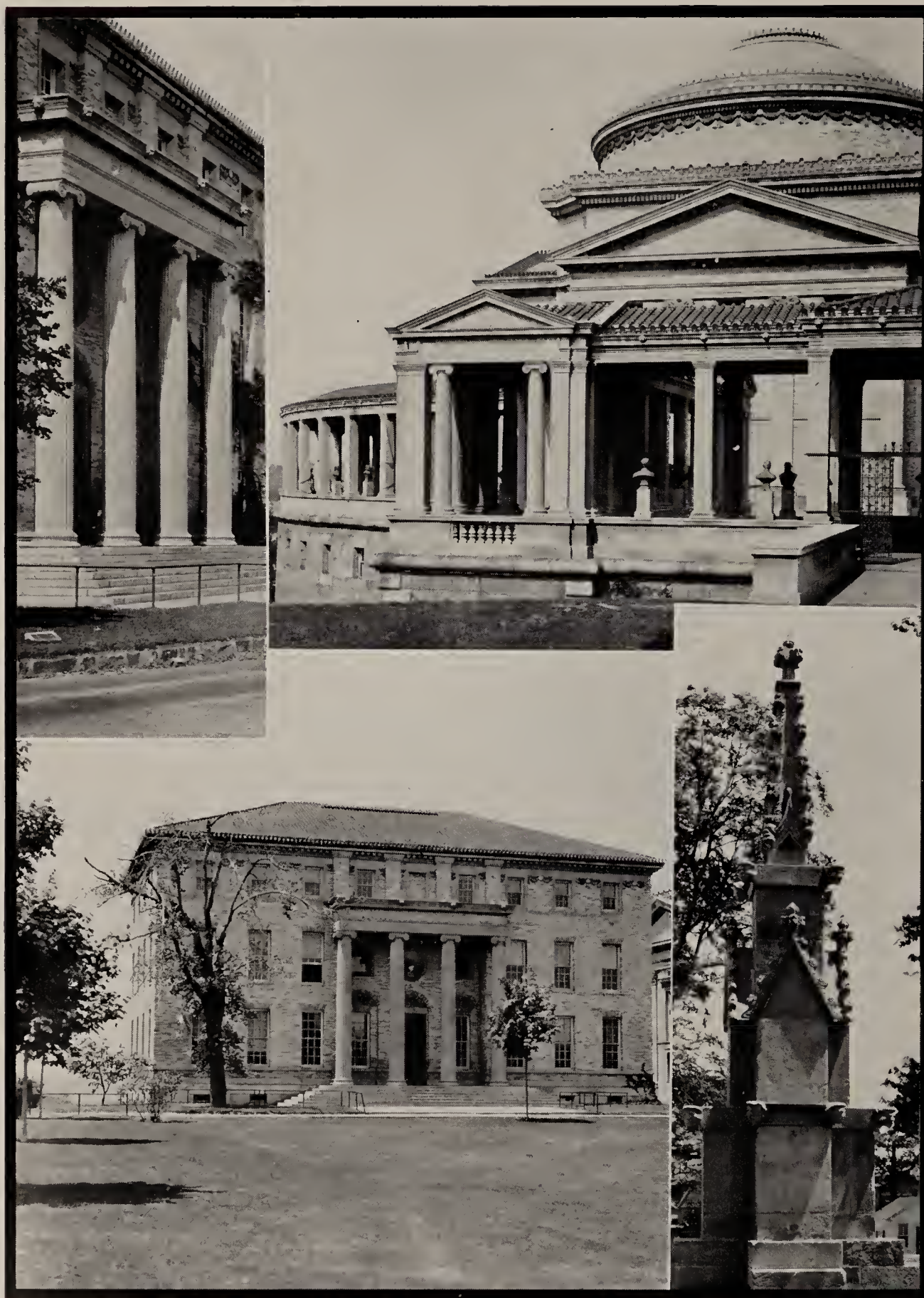
COMMERCE IN
OTHER DIVISIONS





WALL STREET DIVISION

Dean Taylor in Charge



HEIGHTS DIVISION

ASSOC. DEAN G. ROWLAND COLLINS
IN CHARGE OF COMMERCE COURSES



NASSAU DIVISION

DR. PRIME IN CHARGE OF COMMERCE COURSES





DEDICATED TO
WILLIAM S. SCHLAUCH

Assistant Professor of Accounting
Beloved and respected friend of
every student, whose friendly
spirit and gracious manner has
won the place as favorite pro-
fessor for three years.

SENIORS



JOHN CINCOTTA, JR.
President, Day Senior Class



LEAH SCHWARTZ

ABE CHARNAK

GERT WILKES

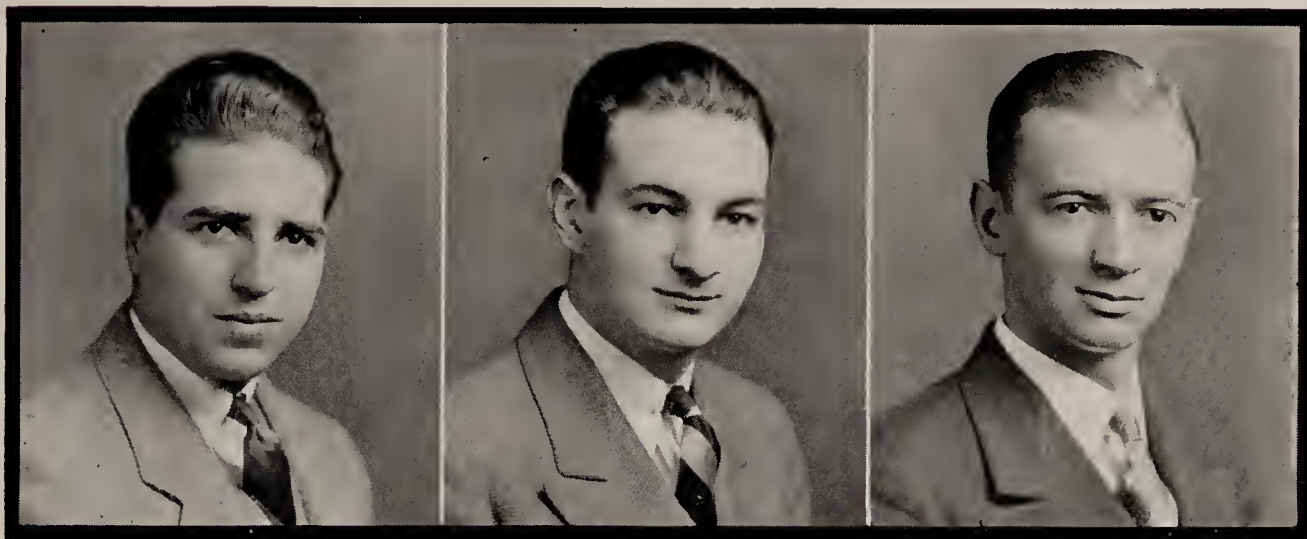
SENIOR HISTORY

THE class of '36 started off its junior year with a bang. Under the competent guidance of John Cincotta, Jr., an extensive program was inaugurated including socials, dances and other activities. Led by their co-chairmen Irving Richter and Melvin Isaacs, the juniors even dared to resurrect the smoker which had been on the list of forgotten activities in Junior Classes for the past six years. An overflow crowd of eighty-three Juniors enthusiastically sustained their judgment and set a new high for attendance at such events. The scene of this jubilant affair was the El Patio Room at the Hotel Wentworth and souvenirs in the form of a durable buckle and belt with the numeral '36' thereon were given to each student present.

Following upon this achievement, the Juniors went on and established another precedent. They disregarded the tradition of having all social dances on a Friday night and held a highly successful Saturday night social in Al Lassman Hall. Several months later another dance known as "Farewell Dance" was set aside by President Cincotta to honor the outgoing Seniors.

Unusually fine attendance and interest in class meetings which convened on alternate Wednesdays was evident throughout the year. Various members of the faculty were present at these gatherings and the students present received much advice that was worth storing up for use in later life.

Not to be outdone in athletics, the Junior basketball team annexed the Championship of the Intramurals by defeating the School of Education quintet, and the members of the team were awarded sweaters for their noble achievement.



WILBUR ASHMAN

GEORGE CAPSOMENOS

FRANK HOPKINS

Going into the second half of their third year, the Juniors faced an obstacle which had proven a stumbling block to nearly all Junior classes in the past. This was the idea of conducting a Junior Prom without fear of cancellation for insufficient subscriptions. With remarkable forethought, this obstacle was surmounted by reducing the subscription price to the lowest level in the history of the school. The event was held on March 9th, at Barbizon Plaza, and was an unqualified success.

The elections for Senior Class Officers, held on May 8th, saw President Cincotta being re-elected by an overwhelming margin.

Going into their Senior year, the class of '36 inaugurated one of the most extensive and progressive programs in the history of the university. Smokers, socials, dances and other activities followed one another in rapid succession, the crowning social achievement of the semester being the highly successful Saturday Night Social on the eve of January 11th.

The Senior class meetings were not neglected during this time and there were many interesting gatherings where the Seniors would get together to hear such speakers as Dean John T. Madden, Dean Edward J. Kilduff, Dean George R. Collings, Professors Gould, Harris and Rosenkampff, and Mr. L. W. Zimmer.

Although the Senior whirl of activities was temporarily broken by the mid-year exams, it was zealously resumed at the beginning of the second semester and, soon after, the highlight of the year, the Senior Ball, was held at the Waldorf-Astoria.

On May 3rd, an unprecedented event took place when the class of '36 paid a visit to the U. S. Military Academy at West Point. Following upon this came the Senior smoker, the boat ride, the Sport Dance and finally, as a parting salute to their Alma Mater, the Class Night exercises were held.



DIAMOND
RUBENSTEIN
WILKS
CINCOTTA
McNALLY

INGEMAN
STRONG
DRAMIN
ROSENHOUSE
STEINER

SCHLAUCH
WARDELL
TAMARIN
ZOJAL
SEIGEL

NUFER
JONES
SCHWARTZ
WOIDSHECK
MARKOWITZ

DAY CLASS VOTE

Most Popular Boy
JOHN CINCOTTA JR.

Most Popular Girls
RUTH NUFER ELEANOR WOIDSHECK

Most Versatile Boy
KINGSLEY JONES

Most Versatile Girl
MARIE McNALLY

Most Respected Boys
SANFORD TAMARIN JOHN CINCOTTA JR.

Most Respected Girl
LEAH SCHWARTZ

Boy Athletes
WILLIAM RUBENSTEIN CHARLES SEIGEL

Girl Athlete
ADA ROSENHOUSE

Most Industrious Boy
KINGSLEY JONES

Most Industrious Girl
GERTRUDE WILKES

Most Handsome Boys
HARRY KELLER MILTON INGEMAN

Most Attractive Co-Ed
LUCILLE MARKOWITZ

Best Dressed Boys
ALAN STRONG HARRY DRAMIN

Best Dressed Co-Ed
ELEANOR DIAMOND

Boys Most Likely to Succeed
DWIGHT WARDELL WILLIAM STEINER

Co-Ed Most Likely to Succeed
JOSEPHINE ZAJAC

Favorite Professor
SCHLAUCH

NIGHT CLASS VOTE

Most Popular Boy

JEROME AMSTER

Most Popular Co-Ed

JANE KOWALSKI

Most Respected Boy

MAC CHOROWSKY

Most Respected Co-Ed

JANE KOWALSKI

Most Industrious Boy

JULIUS JANIN

Most Versatile Boy

BERNARD STEIMETZ

Boy Most Likely to Succeed

CAMERON MERKLE



JEROME AMSTER
President, Night Senior Class



STEIGER

CHOROWSKY

STERLING

CLASS OF 1936

SOMEWHAT reversing the usual procedure, this night class of 1936 came in like a lamb but is going out like a lion.

The year 1930, which saw their birth, was one of the darker periods in the history of this country. The much talked of depression was then in its infancy, but already it was giving promise of more dire things to come.

Undaunted by any forebodings, however, the class of '36 carried on, and, though many fell by the wayside, those remaining kept a smile on their lips and worked all the harder to attain the goal toward which they were striving.

As freshmen they were initiated into the meaning of college spirit in their first encounter with the worthy sophomore class of that year. Although they were bested by the sophomores, the defeat brought them together as nothing else could have done. Later in the same year the freshmen ran a highly successful smoker, and their "Hop" was hailed as one of the most delightful affairs of the season.

Returning in their second year, the class of '36 found themselves in their full glory. They were now hardened sophomores and took great delight in putting the new freshmen through their paces. Furthermore, they engineered the most successful coup of the year when they kidnapped the freshman president.

During this time the class get-togethers were not neglected. The Wednesday night socials became weekly high spots, and a most successful and financially remunerative smoker and hop finished the year in fine style.



BERGER

PROVOST

COHEN

In their third year many hard knocks had to be absorbed. The depression was at its bottom low for the whole period, and many of the boys were forced to drop out. It wasn't an easy time, but hard work and a little play served to keep their minds occupied and took some sting from the pain.

Like the sunrise after darkest night, the Junior year came along to hearten the members and give them a glimpse of a brighter future. The half-way mark was being passed, and those who had hung on felt that the hardest part was over.

The highlight of the year was the Alpha Phi Sigma tapping. The Junior Prom, the class dinner, and another All-Commerce Winter Frolic were a few of the social events which served to enliven the season.

The fifth year came and passed very rapidly with the usual affairs and general activity. At the end of the year the class made plans for running the approaching senior class. After a spirited political struggle Jerry Amster was elected Senior Class President.

The final year found the Seniors a closely knit group with a live interest in all their class activities. For this reason the All-Commerce Winter Frolic resulted in a much greater turn-out than the affair had ever had before. The Arch and Square tapping was another highlight as was the Senior smoker.

The Senior Ball, held on the Starlight Roof of the Waldorf-Astoria, proved to be a worthy climax to a year of social activity, as well as a close six years of endeavor crowned with success.

CLASS OFFICERS

President	JERRY AMSTER
Vice-President	E. STEIGER 3rd
Treasurer	MAX CHOROWSKY
Secretary	SIDNEY COHEN
Orator	RALPH STERLING
Historian	ABE BERGER



CHARLES FREDERICK ABELE
517 East 11th Street
New York City
Accounting Club



PHILIP ABRAMSON
2003 Walton Avenue
New York City
School Orchestra, Pianist.



GOLDIE MURIEL AHRENS
1619—51st Street
Brooklyn, N. Y.
Intramurals; L. O. W.; Management Club.



DORIS CAROLYN ALEXANDER
1501 Undercliff Avenue
New York City
Mu Kappa Tau
Office Assistant, Violet; Bulletin; Management Club.



MORRIS LOUIS ALPER
13 Irma Avenue
Port Washington, N. Y.
Accounting Club; Accounting Ledger.



SYDNEY ALTMAN
3831 Atlantic Avenue, Seagate
Brooklyn, N. Y.



ANTONIO AMODIO
1303 Monroe Avenue
Asbury Park, N. J.
A A T
Vice-President "Il Circolo Italiano" 1935-'36; Co-Chairman of Senior Smoker; Junior Smoker Committee.

DAVID AMSTER
135 Livingston Street
Newark, N. J.
A Φ E

Member Student Council, Newark Institute of Arts and Sciences affiliated with N. Y. U.; Member Entertainment Committee of Student Council Prom.

JEROME AMSTER
2550 University Avenue
Bronx, N. Y.
Δ Σ T

Arch and Square; Listed in Who's Who; Senior Class President; Chairman of Junior Smoker; Class Orator; First Vice-President, Junior Prom Committee; Chairman Publicity Committee; Class Historian; Violet Representative, Menorah Society; Executive Committee.

ROBERT CHARLES ANDERSON
1003 Southern Boulevard
Bronx, N. Y.
A K Ψ

Wall Street Students' Organization, Executive Committee; Basketball Manager, Wall Street Division, 2, 3; Vice-President, Wall Street Students' Organization; President, 4, 5.

S. M. ARDOUNY
362 Audubon Avenue
New York City

LILIA ESTHER ARGUEDAS
116 Ascan Avenue
A O II

Mu Kappa Tau
Mu Kappa Tau, Vice-President, Treasurer; Connoisseurs Club; Foreign Trade Club; Newman Club.

PAUL ARNOLDS-PATRON
114-10 Inwood Street
South Ozone Park, N. Y.

MILTON HERBERT ARONAUER
1111 Forest Avenue
New York City

Track Team, 2, 3, 4; Cross-Country, 2, 3, 4; N. Y. U. Daily News, 2; Commerce Bulletin, 2, 3, 4; Chess Team, 2, 3, 4.

WILBUR CASPER ASHMAN

Social Big Sister Committee, 3.
135 Eastern Parkway
Brooklyn, N. Y.

Listed in Who's Who.

Accounting Club, 1, 2, 3, 4; Frosh
Hop Committee, 1; Co-Chairman
Social Committee, 2; Soph Hop
Committee, 2; Junior Smoker Com-
mittee, 3; Junior Prom Committee,
3; Literary Staff, Violet, 3; Circula-
tion Staff, Varieties, 3; Circulation
Staff, Violet, 4; Winter Frolic Com-
mittee, 4; Senior Representative to
Student Council, 4.

FRANCES AVRUTIS

8615 Fort Hamilton Parkway
Brooklyn, N. Y.

Mu Kappa Tau

Big Sister Committee, 3, 4; Social
Committee, 4; Social Work, 1, 2;
Social Work Committee, 3, 4; Va-
rieties, 3; Triad League, 2, 3.

DORIS AXENZOFF

5014—11 Avenue
Brooklyn, N. Y.

ARTHUR BACH

2604 23rd Avenue
Queens, N. Y.

CHARLES BASON

913 Brooklyn Avenue
Brooklyn, N. Y.

MORRIS BAUM

89-12 101st Avenue
Ozone Park, N. Y.

CHARLES W. BERBERICH

8601-89—89th Street
Woodhaven, N. Y.

ABRAHAM HENRY BERGER

1770 Davidson Avenue
Bronx, N. Y.

Δ Σ T

Senior Key Committee, Chairman;
Violet Circulation Staff; Junior
Smoker Committee; Executive
Committee; Soph Hop.

HAROLD BLAIR BERKE

1230 Park Avenue
New York City

Social Committee, 1931.

HARRY BERKOWITZ

44 Goodwin Avenue
Newark, N. J.

BARNEY BERNSTEIN

103 Avenue A
New York City

CLARENCE AUGUSTUS BERRY

21 East McFarlan Street
Dover, N. J.

Φ M Δ

Member Violet Skull Council,
1931-1933.

PEARL BLAU

4 Morris Place
Yonkers, N. Y.

Freshman Social Committee;
Freshman-Sophomore Luncheon
Committee; Economics Society;
Management Club; New York
University Club in Westchester.

LEO BLITZER

442 East 86th Street
New York City

New York University Fraternal
Accounting Society; Cost Ac-
counting Club.



HERBERT JOHN BLOCK

2269 Washington Avenue
New York City

Θ Ν Ε Δ Φ Ε

Foreign Trade Club; Swimming,
Intramural; Violet Skull Basket-
ball; Finance Forum; Commerce
Log, 3; Junior Prom Committee.

ABRAHAM BRATNICK

2186 Cruger Avenue
Bronx, N. Y.

RAYMOND BLOCK

310 West 106th Street
New York City

Beta Gamma Sigma

EMIL LOUIS BREHM

837 East 22nd Street
Brooklyn, N. Y.

LOUIS BLUMENTHAL

141 South Broadway
White Plains, N. Y.

SEYMOUR BROD

1 Seaman Avenue
Bronx, N. Y.

Junior Smoker Committee; Secre-
tary of Junior Class; Circulation
Manager of the Critic for Com-
merce, 3; Vice President, Law So-
ciety; Circulation Manager, Varie-
ties.

ROBERT EDWARD BROMLEY

22 Riverside Street
Rochester, N. Y.

Σ Φ Ε

Beta Gamma Sigma

Sophomore Smoker Committee;
Sophomore Vigilance Committee;
Sophomore Hop Committee; Junior
Smoker Committee; Junior Prom
Committee; Vice-President, Beta
Gamma Sigma, 4; Co-Chairman,
Senior Smoker.

HAROLD BOGGIANS

244 Beach 139th Street
Rockaway Beach, N. Y.

WILLIAM BOIKO

180 Midland Avenue
Garfield, N. J.

Senior Smoker; Senior Week.

EMANUEL BROWN

151 Cypress Avenue
Bronx, N. Y.

Financial Forum.

MEYER B. BORKS

109 12th Avenue
Paterson, N. J.

Freshman Smoker Committee;
Frosh Hop Committee; Senior
Key Committee.

WILLIAM COFFY BULL

105-16 95th Avenue
Richmond Hill, N. Y.

JOHN BOYAJIAN

114 Cedar Street
Mount Vernon, N. Y.

MORRIS L. BURG

1035 46th Street
Brooklyn, N. Y.

ROBERT LINCOLN BURGESS

9122 90th Street
Woodhaven, N. Y.
Intramural Basketball; Commerce
Seniors, Basketball; Class Com-
mittees — Athletic, Sophomore
Smoker, Junior Prom.

J. ARTHUR BURROWS

112-01 205th Street
Hollis, N. Y.
Beta Gamma Sigma

AUGUST BUTKUS

113 Waverly Place
New York City

JOHN THOMAS STEPHEN BYRNE

850 East 161st Street
Bronx, N. Y.

Δ Σ Π

Co-Chairman, Sophomore Social
Committee; Member of Freshman
Hop Committee; Member of Soph-
omore Hop Committee; Violet
Staff, 3, 4; Member of Varieties
Staff; Sophomore Smoker Commit-
tee.

BERNARD R. CABALLERO

San Juan
Porto Rico, W. I.

Θ Α Κ

Fourth Estate Club.

WILLIAM S. CAMPBELL

22 Broadman Parkway
Jersey City, N. J.

Accounting Club; Junior Prom
Committee; Sophomore Smoker
Committee; Pin and Ring Commit-
tee.

GEORGE CAPSOMENOS

620 Riverside Drive
New York City

Listed in Who's Who.

Finance Forum, President, 4, Vice-
President, 3, Secretary, 1, 2; Stu-
dent Council, 4; Freshman Ad-
visor, 4; Vice-Chairman, Commit-
tee of Commercial Clubs, 4; Se-
nior Ball Committee, 4; Junior
Smoker and Prom Committees, 3;
Commerce Violet Literary Staff, 2,
3, Circulation Staff, 4; Winter Fro-
lic Committee, 4; Student Lieuten-
ant, 4.

THOMAS JOSEPH CAREY

175 Elm Street
New York City
Newman Club; Fourth Estate
Club; Foreign Trade Club.

MARTIN CARLSEN

2848 Decatur Avenue
Bronx, N. Y.
Football, Freshman, 1, Varsity, 2,
3, 4; Track, 2; Accounting Club.

MARTIN BENEDICT CARTER

4 Locust Hill Avenue
Yonkers, N. Y.

Θ Δ Χ

Management Key Society
Treasurer, Vice-President, Man-
agement Club, 3, 4.

BAXTER CATERSON, JR.

98 Vista Place
Mount Vernon, N. Y.

Alpha Delta Sigma

Vice-President, Alpha Delta Sig-
ma; Senior Ball Committee.

ABE IRVING CHARNACK

272 Williamson Avenue
Hillside, N. J.

Α Ζ Α

Vice-President of Senior Class;
Business Manager, Advertising
Manager, Commerce Log, 3; Ju-
nior Smoker Committee; Violet
Staff, 3, 4; Assistant in Art and
Production, Violet, 4; Senior Ball
Publicity Committee; Senior Ring
and Key Committee.

MAC CHOROWSKY

566A Bristol Street
Brooklyn, N. Y.

Α Γ Φ

Alpha Phi Sigma

Social Chairman; Treasurer of Se-
nior Class; Freshman Adviser to
Class of '41, 3, 4; Member of Win-
ter Frolic Committee, 3, 4; Mem-
ber of Sophomore Hop Commit-
tee.

JOHN CINCOTTA, JR.

353 East 23rd Street
Brooklyn, N. Y.

Alpha Phi Sigma

Violet Scroll; Listed in Who's Who.
Sophomore Hop Committee; Soph-
omore Smoker, Chairman of Print-
ing Committee; Junior Class Presi-
dent; Freshman Lieutenant, 3, 4;
Student Council, 3, 4; Violet Staff,
2, 3, 4; Representative of Senior
Class to Violet, 4; Winter Frolic, 3,
4; Chairman of Al Lehman Award,
3; Chairman of Seth Schiller, 4;
Senior Class President; Chairman
of Al Lassman Hall, 4; Intramural
Basketball, 3, 4; Manager of Se-
nior Basketball Team; Commerce
Representative to All University
Newspaper Conference, 4; Ac-
counting Club, 4; Newman Club,
3, 4; Christmas Party Chairman, 4;





AMERIGO LUCIAN CIOCCA
1630 John Street
Fort Lee, N. J.
Ring and Key Committee; Senior
Week; Senior Athletic Committee.



SIDNEY COHN
1038 53rd Street
Brooklyn, N. Y.
Σ T E
Alpha Phi Sigma
Junior Smoker Committee, 1935;
Secretary, Senior Class, 1936.



LIBORIO CLEMENTE
1332 Harrod Avenue
Bronx, N. Y.



LEONARD FRANK COLWELL
Fair Lawn, N. J.
Δ Σ Π
Secretary of Finance Forum, 3;
Vice-President of Finance Forum,
4, 5.



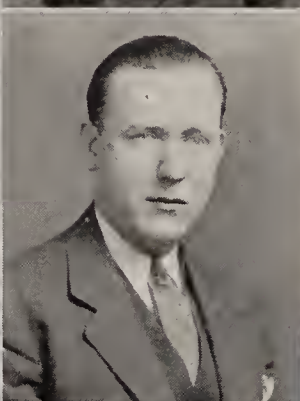
JAMES F. CLOBESSY
919—22 Street
Union City, N. Y.



ANTHONY CONETTA
New Canaan, Conn.
Accounting Club, 3; Italian Club,
4; Conference of Commercial
Clubs, 4; Vice-President, Finance
Forum, 4; Member of Board of
Governors.



EVELYN COCHRAN
22 Rutland Road
Brooklyn, N. Y.
Mu Kappa Tau.



GERALD JOHN CONNOLLY
501 Cathedral Parkway
New York City.



MANUEL M. COHEN
243 River Street
Paterson, N. J.



HERBERT MORGAN COULTER
New Rochelle, N. Y.
Σ Φ E



SAMUEL COHEN
35 Traverse Avenue
Port Chester, N. Y.
Accounting Club, 4; Junior Smok-
er Committee; Senior Smoker
Committee; Ring and Key Com-
mittee; Senior Ball Committee.



ROBERT COWLESHAW
540 Linden Avenue
Elizabeth, N. J.



MILTON ALBERT COHN
456 East 30th Street
Paterson, N. J.
Law Society; Accounting Club.



SARAH ROSE CRASTNOPOL
164 Seventh Avenue South
Newark, N. J.
Ψ Σ T
Beta Gamma Sigma
Senior Co-Ed Committee, Beta
Gamma Sigma; Junior Prom Com-
mittee; Accounting Club; Sopho-
more Social Committee; Account-
ing Club Division of C. P. A. Prob-
lems.

BRUNO J. DALL'AVA
233 Dayton Avenue
Clifton, N. J.
Newman Club.

PAUL MARTIN DE SCHRYVER
2105 Ryer Avenue
New York City

MAX DANIEL
2334 Creston Avenue
Bronx, N. Y.
Sophomore Hop Committee; Junior
Smoker Committee; Senior Ball
Committee; Treasurer, Senior
Class; Accounting Club; Delegate
to Conference of Commercial
Clubs.

RALPH DE TERLIZZI
Ardsley, N. Y.

BERTRAM B. DANK
349 East 4th Street
Brooklyn, N. Y.
T Δ Φ
Class Secretary, 1; Bulletin Circu-
lation, 1; Class Historian, 2; Fresh-
man-Sophomore Hop, 2; Sopho-
more Smoker, 2; Junior Social
Committee, 3; Junior Hop Com-
mittee, 3; D. S. Ticket Office, 3;
Freshman Lieutenant, 4.

EMIL CHARLES DEUTSCHLE
1366 Putnam Avenue
Brooklyn, N. Y.
Accounting, Management and
German Clubs.

CHARLES DAUM
30-47 Hobart Street
Queens, N. Y.

ANITA V. DIAMANT
771 West End Avenue
New York City
Theta Sigma Phi
Big Sister Committee.

TRAVERS DAVIES
3045 Grand Concourse
Bronx, N. Y.

ELEANOR DIAMOND
465 Ocean Avenue
Brooklyn, N. Y.
A E Φ
Commerce Violet: Circulation
Staff, 3, Feature Editor, 4; Varie-
ties: Circulation Staff, 3, 4; L. O.
W; Big Sister; Class of '36: Co-Ed
Social Committee, Senior Ball
Committee, Tyrian Council.

H. ANDREW DE PALMA
104 Moris Avenue
Newark, N. J.

DONALD C. DIEHL
Everett, Pa.
Δ Σ II

HAROLD DERFNER
245 West 107th Street
New York City
Φ B Δ
Finance Forum; Law Society; For-
eign Trade Club.

BERNARD VERNON DILBER
354 Jackson Avenue
Jersey City, N. J.
Freshman Smoker Committee,
Senior Smoker Committee; Intra-
mural Basketball.



**JACK DINNERSTEIN**

1384 Carroll Street
Brooklyn, N. Y.

A I

Dramatic Society Ticket Service;
Senior Week Committee.

JOSEPH CLARENCE EAGLER

Hazleton, Penna.

Newman Club; Accounting Club;
Cost Accounting Society.

**WILLIAM L. DOREMUS**

8817 85th Street
Woodhaven, N. Y.

ALFRED VICTOR EDELMANN

314 Monastery Place
Union City, N. J.

Beta Gamma Sigma
Alpha Delta Sigma

Treasurer, Mentor Club; Triad
League; Sophomore Vigilance
Committee; Management Club.

**VICTOR STANLEY DORMAN**

48 Bay 29th Street
Brooklyn, N. Y.

DONALD L. EDELMAN

12 Audubon Avenue
Jersey City, N. J.

Senior Ball Committee.

**JAMES DORSEY**

21-16 45th Road
Long Island City, N. Y.

JOHN W. EDGERTON

146-13 Hawthorn Avenue
Flushing, N. Y.

Θ A K

Alpha Delta Sigma
Council, 2; Senior Ball Commit-
tee; Violet Skull.

**RALPH WAYNE DOWD**

46 Laurel Avenue
Summit, N. J.

Σ N

Management Club.

CHARLES J. EISEN

1754 Union Street
Brooklyn, N. Y.

**HARRY DRAMIN**

105 Colebrook Street

Z B T

Accounting Club; Varsity Show;
Varieties.

JANE ELIAS

315 West 106th Street
New York City

Α Ε Φ

Mu Kappa Tau
Big Sister Committee.

**JEROME ALBERT DREYFUSS**

400 West End Avenue
New York City

Spanish Club; Finance Forum;
Law Society.

DAVID K. ELWELL

66 Laurel Place
New Rochelle, N. Y.
Foreign Trade Club.

FABIAN ENGLANDER
38 Main Street
Hudson Falls, N. Y.

FRANK THOMAS FARRELL
401 Eighth Avenue
Brooklyn, N. Y.
 $\Delta \Sigma \Pi$
Class Treasurer, 3; Student Council, 3; Newman Club; Finance Forum.

PINCUS ENGLEBERG
604 Miller Avenue
Brooklyn, N. Y.

CHARLES FARUOLO
 $\Sigma \Phi E$

HERMAN S. ENTIN
Clifton, N. J.

ALFRED FELD
786 Park Avenue
Weehawken, N. J.
 $A \Sigma X$

JOHN WILLIAM ERICSON
138 Clinton Place
Port Richmond, N. Y.

WILLIAM JOHN FEHLHABER
4026 Bronx Boulevard
New York City
Alpha Delta Sigma

ARTHUR F. EVANS
10 Midwood Street
Brooklyn, N. Y.
Beta Gamma Sigma
Philatelic Society, 1, 2, 3; Finance Forum, 2, 3; Accounting Club, 3, 4.

JOSEPH FEINBAUM
1317 East 14th Street
Brooklyn, N. Y.

AARON FALK
774 Driggs Avenue
Brooklyn, N. Y.

IRWIN L. FEINBERG
1340 Carroll Street
Brooklyn, N. Y.
Alpha Zeta Alpha
Accounting Club.

JOHN FALLON
113 Waverly Place
New York City

BERNARD FISCHER
1421 Crotona Avenue
Triad League, 1, 2, 3, 4.





RUTH BEATRICE FISHMAN
828 Orange Street
New Haven, Conn.
Mu Kappa Tau
Triad League, 1, 2; Big Sister Com-
mittee, 4.

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172 Horton Street, City Island
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Ψ Υ



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41-26 73rd Street
Beta Gama Sigma
Member Social Committee, Beta
Gamma Sigma; Newman Club;
Mathematics Club; Accounting
Club.

SOLOMON FREED
721 Atlanta Avenue
San Antonio, Texas



GORDON FONTANELLA
9 East Ninth Street
New York City
Σ Φ Ε
University Band, 3, 4; Sophomore
Hop Committee; Accounting Club;
Inter-fraternity Swimming Team;
Senior Ball Committee; Sopho-
more Vigilance Committee; Com-
merce Violet, 4.

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Management Club.



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125 East 84th Street
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Foreign Trade; Triad.



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Chairman, Social Committee, 3;
Junior Smoker Committee, 3; Ju-
nior Prom Committee, 3; Senior
Smoker Committee, 4; Senior Key
Committee, 4.

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Glen Cove, N. Y.



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Girls Varsity Basketball; Big
Sister Committee; Managment
Club; Intramural Awards.

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Passaic, N. J.
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Fencing Team, Captain, 4, Mana-
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A E II
Circulation Manager, Log, 3, 4;
Circulation Staff, Violet, 3; Bulletin, 2; Cartographer in Geographer's Club, 4.

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O T

VIRGINIA GANNON
O T

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Intramurals.

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Newman Club; Onimod Club; Accounting Club; President, Varick House Student Association; Intramural Basketball.



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LEON GOULD
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Executive Committee '36, 1933-'34.

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Σ Σ Σ
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Noroton, Conn.

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Alpha Delta Sigma
Commerce Log Faculty Editor, 2,
Art Editor, 3; Violet, 3; Connois-
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President, Wall Street Student Or-
ganization, '33-'34.

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379 Beach Street
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Beta Gamma Sigma
Alpha Phi Sigma
Listed in Who's Who.
Secretary of Alpha Phi Sigma;
Vice-President, Junior Class, '34-
'35; Vice-President, Economics So-
ciety, Junior, '34, '35; President,
Accounting Club; Student Repre-
sentative, '35, '36; Violet Staff; Ju-
nior Prom Committee; Junior Smo-
ker Committee.





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MELVIN ISAACS
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Σ Ω Ψ
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Management Club, 3, 4; Class Social Committee, 4.



THOMAS H. ISBISTER
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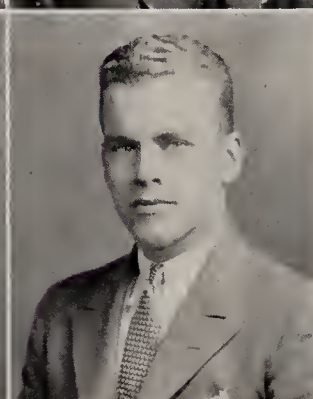
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Σ Ω Ψ
Daily News, 1; Fourth Estate Club, 1, 2, Vice-President, 3, President, 4; Outdoor Club, 1, 4, Secretary, 2, 3; Associate Sports Editor Commerce Bulletin, 3; Conference of Commercial Clubs, 3.



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Art and Production Manager, Commerce Violet; Connoisseur's Club.



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Λ Γ Φ
Orator, Senior Class; Publicity Chairman; Co-Chairman, Smoker Committee; Secretary, Class 1936; Historian, Class 1936; Sophomore Hop Committee.

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Hop Committee.

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Economics Society; Christian Science Organization at New York University.

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Newman Club; Accounting Club.

KINGSLEY JONES
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Δ Σ Π
Violet Scroll
Management Honorary Society
Listed in Who's Who
Al Lehman Award
Varsity Lacrosse, 1, 2, 3, Captain, 3; Commerce Violet Staff, 2, Associate Sports Editor, 3, Editor-in-chief, 4; Management Club, Treasurer, 2, Vice-President, 2, President, 3; Committee of Commercial Clubs, Delegate, Vice-Chairman, 2; Students Economic Conference, Vice-Chairman, 2, Chairman, 3; Commerce Bulletin Sports Staff, 2; Dramatic Society, 1, 2, 3, 4; D. S. Theatre Service, 1, Manager, 2; Commerce Senior Basketball; Junior Prom Committee; Senior Ball Committee; Publicity Committee; Senior, Winter Frolic Committee, 3, 4; Finance Forum; Senior Week Committee; Intra-Fraternity Basketball, 4.

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Varsity Wrestling, 3; Intramural Wrestling, 1, 2; Foreign Trade Club, 3, 4; Editor of "Trade Winds," 3; Secretary Foreign Trade Club, 4.

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Sophomore Social Committee; Freshman-Sophomore Hop Committee; Junior Prom Committee; Violet Staff, 3; Senior Ball Committee.

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Finance Forum, 2, 3, 4, Secretary, 4; Commerce Law Society, 2, 3, 4, Secretary, 2, 3; Daily News, 1; Commerce Bulletin, 2; Sophomore Athletic Committee, 2; Junior Prom Committee, 3.

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Governing Council, Menorah Society.

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Fouth Estate Club, Treasurer and Secretary-Treasurer; Varsity Debating.

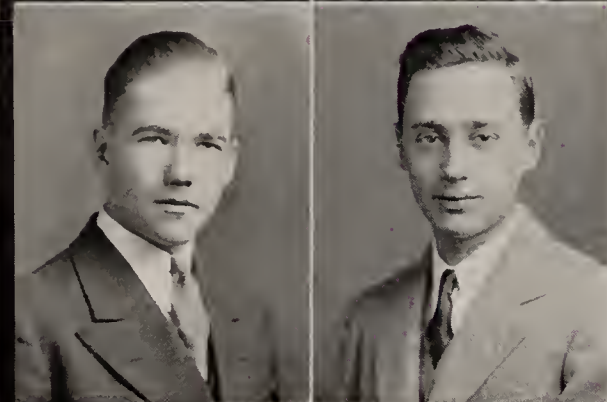


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A O II
Mu Kappa Tau
Mu Kappa Tau, Vice-President, 3,
President, 4; L. O. W.; Triad
League, 2, 3, 4; Swimming Team,
2; Triad Publication; Mu Kappa
Tau, President, 4.

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Fourth Estate Club; Conference of
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Varieties Circulation Staff; Com-
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dent, Day Organization; Vice-
President, Student Council; Presi-
dent, Alpha Phi Sigma; Sopho-
more Class Advisor; Freshman
Lieutenant; Junior Prom; Junior
Smoker; Intramural Basketball;
Sophomore Smoker; Sophomore
Hop; Intramural Basketball; Cir-
culation Staff, Violet.

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Listed in Who's Who
Phi Chi Theta National Key
Award
President, League of Women, 3, 4,
Treasurer, 2; Connoisseurs Art
Club; Philatelic Society; Literary
Staff of the Violet.

GEORGE J. KRUPNICK

550 Graham Avenue
Brooklyn, N. Y.
Junior Prom Committee, 3; Senior
Smoker; Senior Ball; Accounting
Club, 3, 4, Treasurer, 4; Account-
ing Ledger; Ring and Key Com-
mittee.

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Triad League; Dramatic Society.

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Alpha Delta Sigma
Triad League.

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N. Y. U. Fraternal Accounting Society; Cost Accounting Society; Member of Student Council; Class Treasurer; Class Orator; Chairman, Publicity Committee.

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Junior Class Treasurer; Committees: Junior Social, Junior Prom, Junior Smoker, Senior Ball, Accounting Club.

SAMUEL LASSER

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ADOLFO LEVY

San Juan, Puerto Rico
Foreign Trade Club; Secretary, Spanish Club; President, Spanish Club; Foreign Trade Club.

HAROLD LAYMAN

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Treasurer of Menorah Society in N. Y. Life Building Branch of N. Y. U., 1932.

HOPE LEWIS

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N. Y. U. Westchester Club.

ALFRED L. LIEBMAN

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HERBERT T. LOW
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HAROLD MALINKOWITZ
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$\Delta \Sigma \Gamma$
Senior Ball Committee; Pin Committee, 1933; Publicity Committee; Smoker Committee; Social Committee.



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Member of Senior Week Committee; Member of Accounting Club;

SEYMOUR MANDOLOWITZ
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$\Lambda \Sigma \chi$
Freshman Adviser, 4; Senior Ball Committee, 4; Prom Committee, 3; Winter Frolic Committee, 4; Commerce Law Society, 2, 3, 4; Smoker Committee, 3; Hop Committee, 1; Social Committee, 2.



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Management Club.

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 $E \Phi \Lambda$



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Triad League.

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President and Treasurer of Commerce Evening Mathematics Club, 4; Accounting Club, 1, 2, 3, 4; Commerce Law Society, 2; Committee of Commercial Clubs, 4; Cost Accounting Club, 4.



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Senior Week Committee.

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Violet Scroll
Violet Circulation Staff, 3, Literary Editor, 4; President of Tyrian Council, 4; Pan-Hellenic Delegate, 3, Vice-President, 4; Circulation Staff of Varieties, 3, 4; Basketball, 4; Publicity Staff of League of Women, 4; Senior Ball Committee; Triad League; Intramural Basketball, 3; Inter-Sorority Basketball, 4.

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BERNARD MARROW
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Junior Smoker Committee.

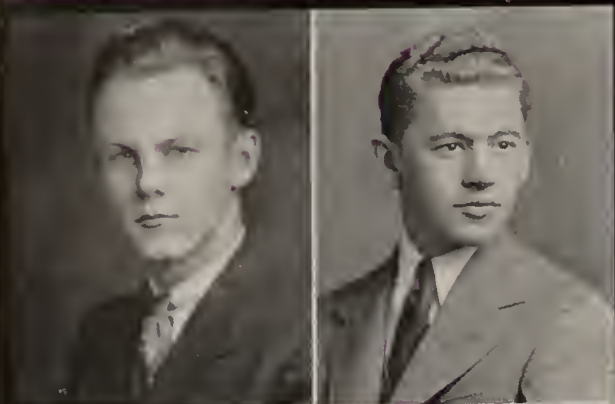
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9 Greene Street
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A T Ω
Spanish Club.



**JAMES CHRISTOPHER McGLYNN**

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Montclair, N. J.
Θ N E

Violet Scroll, Phi Phi
Newman Club, 2, 3, 4; Violet
Skull, 2, 3, President, 3; Violet
Skull Basketball, 2, 3, 4; Com-
merce Log, 2, 3, 4, Assistant Edi-
tor, 2, Editor-in-Chief, 3; Violet, 2,
Copy Editor, 3, Organizations Edi-
tor, 4; Commerce Bulletin, 3, Fea-
ture Editor, 4; Senior Ball Commit-
tee, 4.

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Varsity Basketball, 1, 2, 3, 4; Var-
sity Hockey, 2; L. O. W. Athletic
Committee, 1, 2, 3, 4; Co-Chair-
man, 3; L. O. W. Big Sister Com-
mittee, 3, 4; L. O. W. Social Com-
mittee, 2, 3, 4; Co-Chairman, 4;
Senior Social Committee; New-
man Club; Law Society.

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Newman Club, Cost Accounting
Society; Finance Forum.

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A K Ψ

Alpha Phi Sigma
Arch and Square
Listed in Who's Who
President of the Night Student
Council; Chairman, Winter Frolic;
Night Student Representative to
the Violet; Chairman, Elections
Committee; Violet Skull, 2, 3; Sec-
retary of Class, 1; Treasurer of
Class, 2; Student Council, 2, 6;
Second Vice-President, 3; His-
torian, 5.

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Tennis, 2, 3; Co-Captain, 4.

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Θ A K

Football, 1, 2, 3, 4; Italian Club,
3, 4.

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Commerce Bulletin, 3, 4; Editorial
Board, Varieties, 3, 4.

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Football, 3.

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Commerce Bulletin, Staff.

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Treasurer, Intercollegiate Association of Amateur Athletes of America, 4.

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Φ Χ Θ
Mu Kappa Tau
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DONALD IRVING NAUGHTON
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Θ N E
Finance Forum; Foreign Trade Club; Economics Club; Log, 4.

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**A. O'DONNELL OBERHOFFER**

9 Lincoln Avenue
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A K Ψ

Beta Gamma Sigma
Alpha Phi Sigma

President, Sophomore Class; Student Council; Class Vice-President; President of Biographers' Club; Newman Club.

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Newman Club.

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Intra-mural Swimming.

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Φ X Θ

League Women Committee.

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IRVING PERGAM

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Public Speaking Contest Award.

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Beta Gamma Sigma

Foreign Trade Club; Editor, Trade Winds; Chairman, Sophomore Smoker, '35; Social Committee, '35; Violet, '33.

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Publicity Committee.

LESTER PESKIN

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Λ Σ Χ

Junior Smoker; Senior Smoker; Senior Ball, 3; Circulation Manager, Varieties, 4; Finance Forum, 4; Law Society, 2, 3, 4; Vice-President Law Society, 4; Commerce Commercial Clubs, 4.

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Α Φ Ε
Student Council, Newark Institute,
1934-35; Chairman of Prom Com-
mittee, Institute.

SYLVIA J. PRICE
960 Grant Avenue
Σ Τ Δ
Mu Kappa Tau
L. O. W. Social Committee, 2;
Freshman Hop, 2; L. O. W. Social
Committee, 2, 3, 4; L. O. W. Pub-
licity, 2; Treasurer L. O. W., 3; Big
Sister Committee; Senior Delegate
L. O. W.; Big Sister Social Ser-
vice.

LEONARD ANTHONY PISCIOTTA
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Α Δ Τ
Il Circolo Italiano of N. Y. U.
Sophomore Social Committee; Ju-
nior Smoker Committee; Italian
Club, President, 4, Treasurer, 3;
Vice-President, W. S. C. Interfra-
ternity Council, 1936.

WILLARD A. PROVOST
4 White Terrace
Newark, N. J.

JOSEPH PIZZINO
2260 27th Street
Long Island City, N. Y.

MING-GUY QUOCK
220 Canal Street
New York City.

HERBERT MORRIS PLANTZER
1247 Fteley Avenue
Bronx, N. Y.
Senior Week Committee; Man-
agement Club.

DAVID RABINOWITZ
5007 Third Avenue
Brooklyn, N. Y.
Σ Ω Ψ
Violet Scroll
Intramural Handball, 1; Intra-
mural Basketball, 2, 3; Sophomore
Vigilance Committee; Junior Smo-
ker Committee; Co-Chairman, Ju-
nior Prom; Violet Sport Staff, 3;
Associate Fraternity Editor, Violet,
4; Senior Ball Committee; Pin and
Key Committee.

MILTON PLOTZ
39 Eckert Avenue
Newark, N. J.
Α Φ Ε
Student Council, Newark Institute.

HERMAN RASKIN
1065 New York Avenue
Huntington, N. Y.
Accounting Club; Finance Forum;
Junior Prom Committee; Senior
Week Committee.





GEORGE REDBORD
1529 East 172nd Street
Bronx, N. Y.



ABRAHAM D. ROSEN
1730 Montgomery Avenue
Bronx, N. Y.



ERIC DAVID REDDING
Pelham Heights, N. Y.
Δ Σ Π

Literary Staff, Commerce Violet; Violet Skull; Onimod Club; Secretary, Foreign Trade Club; Advertising Editor, Commerce Violet; Associate Editor, Commerce Log; Staff "Trade Winds"; Vice-President, Class Representative to Conference of Commerce Clubs; Foreign Trade Club, 2, 3, 4; Transportation Club.



ADA ROSENHOUSE
394a 9th Street
Brooklyn, N. Y.
Σ Τ Δ

Varsity Basketball, 1, 2; Manager Tennis Team, 2, 4; Chairman, Sophomore-Freshman Week, 2, 4; Vice-President, Outdoor Club, 2; Women's Sports Editor, Commerce Bulletin, 2, 4; Freshman Hen Party Committee, 1; L. O. W. Social Service Committee, 1, 4; Social Committee, 4; Triad League, 4; Connoisseurs Club, 4; Sophomore-Freshman Handball and General Awards, 2; Intra-mural Basketball Award, 1.



ADOLPH JOHN RICHARDS
196-31 45th Road
Flushing, N. Y.



RICHARD L. ROSENTHAL
1809 Glenwood Road
Brooklyn, N. Y.

Beta Gamma Sigma
Violet Scroll

Vice-President, Freshman Year; President, Sophomore Year; Student Council, 1933-34; Commerce Violet, 1934, 1935, 1936, Alumni Editor; Commerce Log, 1933; Freshman Smoker Committee; Winter Frolic Committee; Chairman, Recovery Party Drive, N. Y. U, 1934; Gary Scholarship Holder.



MAX E. RICHMOND
6 William Street
Westerly, R. I.



IRWIN ROSS
687 Montgomery Street
Brooklyn, N. Y.

A Z A
Intramural Activities.



IRVING RICHTER
998 Dahill Road
Bronx, N. Y.
Σ Ω Ψ

Sophomore Hop Committee; Commerce Bulletin, 3; Co-Chairman, Junior Smoker; Junior Prom Committee; Junior Social Committee; Senior Smoker Committee; Chairman, Key and Ring Committee; Senior Ball Committee; Finance Forum, 3, 4; Accounting Club.



NATHAN ROTHSTEIN
2673 Briggs Avenue
Bronx, N. Y.



THELMA TAMARA RITZ
Boston Post Road
Larchmont, N. Y.

Dramatic Society, Costume Mistress; Council Member; Ticket Service Menorah; Treasurer of Evening L. O. W., 1934-35; National Student League; Westchester Club.



HERBERT ROWEDDER
292 Pine Street
Freeport, N. Y.



WALTER ROETTING



HERMANN CARL RUBACH
9246 52nd Avenue
Elmhurst, N. Y.

Chairman of the Program Committee; Evening Management Club.

WILLIAM RUBENSTEIN
21165 Bolton Street
New York City.
Captain, Varsity Basketball.

BENJAMIN SCHAFER
28 Rankin Street
Newark, N. J.
A Φ E

MELVIN S. SACHS
1149 Putnam Avenue
Brooklyn, N. Y.
N. Y. U. Fraternal Accounting Society.

EMIL FRED SCHAUER
39 East 4th
Bayonne, N. J.

MAXWELL J. SANTMAN
1532 University Avenue
New York City.

MILTON ROBERT SCHEIBER
1700 Crotona Park East
A E II
Intramural Wrestling, 3, 4; Commerce Bulletin, 2, 3; Law Society, 2, 3; Menorah Society, 2, 3, 4; Treasurer, 3; Board of Governors, 3, 4; Interfaith Council, 4; Assistant Manager Varsity Wrestling, 4.

WALTER SARGEANT
21 West 12th Street
New York City
Δ Σ II

SAMUEL H. SCHILLER
1615 Walton Avenue
New York City.

MILTON SARNOFF
749 Eastern Parkway
Brooklyn, N. Y.

FRANK NICHOLAS SCHLIER
170-02 Horace Harding Boulevard
Flushing, N. Y.

EDWARD Q. SAVITSKY
2938 Quentin Road
Brooklyn, N. Y.
Commerce Bulletin, 3, Associate News Editor, 3, News Editor, 4; Violet Literary Staff, 1, 2, 3, 4; Daily News, 1; Senior Class Publicity Committee, 4.

CELIA SCHMERTZLER
115 East 92nd Street
New York City.

LUDWIG SCHAAFF
3776 62nd Street
Woodside, N. Y.

DANIEL K. R. SCHMITT
1882 Grove Street
Ridgewood, N. Y.





FRED SCHWAB
82-32 167th Street
Jamaica, N. Y.



SYLVIA SHAPOSNICK



GEORGE SCHWARTZ
6406 19th Avenue
Brooklyn, N. Y.
Finance Forum; Menorah Society.



HARRY SHARF
727 Washington Avenue
Brooklyn, N. Y.
E Φ A
Secretary Class of '35; Secretary Basketball Team; Member Social Committee in '34; Chairman, Publicity Committee in '35; Beefsteak Committee, '35.



LEAH SCHWARTZ
3389 Wayne Avenue
Bronx, N. Y.
Z Φ
Prom Committee, 1, 2, 3, 4; Pan-Hellenic Delegate, 3, 4; Varieties, 3; Co-Chairman Big Sister Committee, 4; Secretary of Senior Class, 4; Secretary of Accounting Club, 3; Social Committee, 1, 3; Senior Ball Committee, 4; L. O. W. Board of Elections, 3, 4; Ring and Key Committee.



RAY SHERMAN
145 Bay Side
Flushing, N. Y.



MURRAY S. SEGAL
3400 Wayne Avenue
New York City.



LEONARD V. SHIMKIN
325 West 86th Street
Secretary, Connoisseurs Club; Senior Ball Committee.



MARTIN SELTZER
746 Eaton Street
Elizabeth, N. J.



ROBERT NELSON SHRIVER
256 Hornblower Avenue
Belleville, N. J.



JOHN GILBERT SEVERS
628 Madison Avenue
Elizabeth, N. J.
Newman Club; Junior Dance Committee.



LUBA SHUFFMAN
55 West Moshler Parkway
Bronx, N. Y.



MORTON SHAINESS
3862 Sedgwick Avenue
Φ Σ Δ
Freshman Football, 1931; Freshman Baseball, 1932; Varsity Baseball, 1933-34-35.



MORRIS SHULMAN
95 Forrey Street
Newark, N. J.

LAWRENCE D. SICKER
5802 Fort Hamilton Parkway
Brooklyn, N. Y.

PAUL SNYDER
38 Hegeman Avenue
Brooklyn, N. Y.
E Φ A
Chairman Social Committee in
1934; Bulletin Staff; Chairman
Smoker.

CHARLES SEIGEL
73 William Street
Newburgh, N. Y.
Varsity Football, 2, 3, 4.

HAROLD SOSNOWITZ
37 Chester Street
Brooklyn, N. Y.

MILTON SIEGEL
547 Bergenline Avenue
West New York, N. J.

LOUIS R. SOSNOWITZ
651 Essex Street
Brooklyn, N. Y.
P Σ
Wrestling Team; Chairman Smo-
ker Committee; Entertainment
Committee; Intramural Handball.

SOLOMON LOUIS SILVERMAN
329 South Fifth Street
Brooklyn, N. Y.

HERMAN A. SPANGENBERG
8553 104th Street
Richmond Hill, N. Y.

JOSEPH SIMON
Hotel Pierpont
Brooklyn, N. Y.

ARNOLD SPEISER
3150 Rochambeau Avenue
Bronx, N. Y.

S. C. SINICK
21 West 76th Street
New York City.

IRVING M. SPIER
8102 21st Avenue
Brooklyn, N. Y.
Member, Law Society.

H. ALLISON SMITH
745 Clifton Avenue
Clifton, N. J.

AUGUSTUS STANFIELD
94 Oakwood Avenue
Orange, N. J.
N. Y. U. Chess Team, 1935-36.



**JUDITH DIANE STARK**

17 West 71st Street

Σ T Δ

Mu Kappa Tau

Varsity Show, 1; Sophomore Prom, 2; L. O. W. Social Committee, 3; Co-Chairman Women's Activities, Senior Class, 3; Big Sister Committee, 3, 4; Violet Circulation, 4; Senior Ball Committee, 4; Co-Chairman L. O. W. Formal, 4.

**THEODORE GEORGE STATHIS**

38-16 209th Street

Bayside, N. Y.

Freshman Hop Committee, Publicity; Sophomore Vigilance Committee; Entertainment; Sophomore Smoker; Junior Prom Committee; Retailing Club.

**ELMER HAROLD STEENROD**

13 Sixth Avenue

Brooklyn, N. Y.

**ERNEST STEIGER**

1382 East 22nd Street

Brooklyn, N. Y.

**CARL STEINDLER**

299 West 12th Street

New York City

T Δ Φ

Finance Forum.

**WILLIAM STEINER**

239 East 26th Street

Brooklyn, N. Y.

Alpha Phi Sigma
Alpha Delta Sigma
Violet Scroll

Listed in Who's Who

Business Manager Commerce Bulletin, 2; Editor, Commerce Log; Literary Staff Commerce Violet; Reporter N. Y. U. Daily News; Triad League; Junior and Senior Class Publicity Committees; Associate Copy Editor Commerce Bulletin; Managing Editor, Commerce Log; Triad League Publications Committee.

**CELIA D. STEINHOLTZ**

1268 Oakwood Avenue

Hillside, N. J.

BERNARD STEINMETZ

2310 Walton Avenue

Bronx, N. Y.

Λ Γ Φ

Alpha Phi Sigma

1930-31 First Vice-President, Chairman of Freshman Hop Smoker Committee; 1931-32, Second Vice-President, Chairman of Sophomore Hop, Chairman Social Committee; Smoker Committee; Executive Committee; Chairman, Junior Prom.

MILTON M. STERN

80 Devoe Avenue

Yonkers, N. Y.

BERT STILLMAN

205 West 89th Street

New York City

N. Y. U. News; Philatelic Society;
Law Society.

WILLIS STILLWELL

460 Ogden Avenue

Jersey City, N. J.

WALTER ALBERT STOECKER

30 Chester Court

Brooklyn, N. Y.

B Θ Π

STANLEY STROCKER

2800 University Avenue

Bronx, N. Y.

ALAN BALLENTINE STRONG

11 Overlook Avenue

West Orange, N. J.

Σ Φ Ε

Violet Scroll
Fraternity Editor, Commerce Violet, 1936.

IRWIN STURZ
365 West End Avenue
New York City.

MARK D. SULLIVAN
61 Atwater Street
Bridgeport, Conn.
Senior Smoker Committee.

GEORGE I. SUNDSTROM
800 Winston Road
Rochester, N. Y.
Σ Φ Ε
Arch and Square
Alpha Phi Sigma; Violet Scroll;
Class President, 3; Orator, 2;
Violet Managing Board; President,
Alpha Phi Sigma Student Council.

LEO SUSSMAN
1374 Bronx River Avenue
Bronx, N. Y.

LOUIS N. SUSSMAN
3475 Knox Place
Bronx, N. Y.
Mathematics Club; Accounting
Club.

WILLIAM SWEDLOW
2134 Vyse Avenue
Bronx, N. Y.

SANFORD TAMARIN
114 East 168th Street
Bronx, N. Y.
Α Σ Χ
Alpha Phi Sigma
Listed in Who's Who
Violet Staff, 2, 3, Associate Board,
4; Bulletin Staff, 2; Sophomore
Hop Committee, 2; Commerce
Law Society, 2, Treasurer, 3, Pres-
ident, 4; President Day Organiza-
tion, 4; President Day Student
Council, 4; Delegate to N. S. F. A.
Convention, 4; Winter Frolic Com-
mittee, 3, Co-Chairman, 4; Fresh-
man Lieutenant, 3, 4; Senior Ball
Committee, 4; Junior Prom and
Smoker Committees, 3; Intramural
Basketball, 2; Committee Commer-
cial Clubs, 3, 4, Vice-Chairman, 3;
Junior Representative to Student
Council, 3.

HARRY TANKOOS, JR.
99-20 212th Street
Queens Village, N. Y.
Σ Β Χ
Triad League; Violet, 2, 3; Chair-
man Sophomore Tea Dance.

MURRAY TAUB
1650 President Street
Brooklyn, N. Y.

GRACE TESSIER
136 Madison Street
Brooklyn, N. Y.
Α Ο Π

HAROLD TILZER
1115 East 23rd Street
Brooklyn, N. Y.
Freshman Class Basketball; Soph-
omore Class Basketball; Fresh-
man Entertainment Committee;
Sophomore Entertainment Com-
mittee.

GABRIEL EDWARD TOCCI
42 McDougal Street
New York City
Commerce Bulletin, Business
Staff, 2, 3, 4; Italian Club, 1932-33,
1933-34.

PETER LUIGGI TODARO
455 West 43rd Street
New York City.

PETER TRENTACOSTE
479 Rogers Avenue
Brooklyn, N. Y.





ABRAHAM TUCKER
901 Jackson Avenue
Bronx, N. Y.
Freshman and Varsity Baseball.



HARRY TUCKER
1761 Lexington Avenue
New York City
Chairman Social Committee, 1935;
Intramural Basketball Team, All
University Championship in 1935,
1936.



LAIRD B. TUOHIG
269 South Clinton Street
East Orange, N. J.
A K Ψ
Sophomore Smoker Committee;
Fraternity Editor of Commerce
Log, 1935-6.



GORDON STANNARD TUTHILL
278 Thomas Street
Groton, Conn.
A K Ψ
Beta Gamma Sigma
Newman Club, 1, 2, 3, 4; Bulletin
Fraternity Editor, 3; News Board,
4; Triad League, 2; Beta Gamma
Sigma Treasurer.



DAVID TWERSKY
182 Henry Street
New York City
B Σ II



ALAN HENRY USOSKIN
760 West End Avenue
Beta Gamma Sigma.



HENRY VAN DAALEN, JR.
Box 374
Leonardo, N. J.

MURRAY VAN PRAAG
175 West 73rd Street
New York City.

ROBERT M. VAN RIPER
115-41 199th Street
St. Albans, N. Y.
A Σ Φ
Connoisseurs Club
Member of Executive Committee,
Senior Class; Member of Senior
Ball Committee; Vice-President
Connoisseurs Club, '33.

DOMINIC A. VERRASTRO
314 Oak Street
Waterbury, Conn.
Sophomore Smoker Committee;
Senior Ball Committee; Account-
ing Club; Italian Club of Com-
merce.

RICHARD VOGEL
8020 Broadway
Jackson Heights, N. Y.
Basketball, Wall Street Division.

HAROLD HENRY VON HOFE
26 O'Neill Street
Bergenfield, N. J.
German Club; Geographers Club.

THOMAS NORMAN VULTEE
114 Washington Avenue
Rutherford, N. J.
A K Ψ
Alpha Phi Sigma
Co-Chairman, Sophomore Hop;
President, Lower Junior Class;
Student Council; Student Advisor
Freshman Class; Vice-President
Upper Junior Class; Chairman, Ju-
nior Prom; Vice-President, Senior
Class; Senior Ball Committee;
Vice-President Violet Skull.

ABE H. WALDMAN
12 Mill Street
Long Beach, N. Y.

BERNARD S. WALLERSTEIN

71 Sunnyside Terrace
East Orange, N. J.

Beta Gamma Sigma

Commerce Bulletin, 1, 2; Chess Club, 1; Accounting Club, 1, 4; Al Lehman Award, 3; Co-Chairman, Senior Ball Committee, 4; Class Historian, 3; Junior Smoker Committee, 3.

ERIC WALLEY

10 Grenada Place
Montclair, N. J.

Α K Ψ

DWIGHT LAYTON WARDELL

879 East 34th Street
Brooklyn, N. Y.

Α Σ Φ

Sphinx

Alpha Phi Sigma
Violet Scroll

Listed in Who's Who

Fourth Estate Club, 3, 4, Vice-President; Mentor Club; N. Y. U. Daily News, 1; Commerce Bulletin, 1, 2, 3, 4, Editor-in-Chief; Student Council, 4; Commerce Violet, 2, 3, 4; Chairman Publicity, Junior Class; Junior Prom Committee; Winter Frolic Committee, 4; Junior Smoker Committee; Senior Smoker Committee; Chairman Publicity, Senior Class; Senior Ball Committee; Editor and Publisher Prize, 3.

Z. V. WARNER

148 West 91st Street
New York City.

ROLAND L. WARREN

369 East 31st Street
Brooklyn, N. Y.

Beta Gamma Sigma

Economics; N. Y. U. Glee Club (Varsity Quartet); President, Economics Club, 1935-36.

VIRGINIA MARIE WARREN

1 Schenck Avenue
Brooklyn, N. Y.

Centro Hispano.

JOSEPH R. WATERHOUSE

527 Cornell Street
Perth Amboy, N. J.

IRVING WEINBERG

2073 Davidson Avenue
Bronx, N. Y.

Menorah Society; Accounting Club.

RICHARD E. WEINREICH

108 East 38th Street
New York City

Co-Chairman, Sophomore Hop, 2; Junior Prom Committee, 3; Smoker Committee, 1, 2, 3; Sophomore Vigilance Committee, 2; Publicity Committee, 2; Commerce Bulletin, 2; Secretary Retailing Club, 2; Connoisseurs' Club.

MAX SEYMOUR WEISS

2934 West 24th Street
Brooklyn, N. Y.

Executive Committee; Smoker Committee.

MILTON C. WEISS

131 Sterling Street
Brooklyn, N. Y.

PHILIP WEISS

2129 Bayridge Parkway
Brooklyn, N. Y.

JEANNE ROBERTA WERBLOW

137-27 228th Street
Laurelton, N. Y.

Σ T Δ

Triad League; Outdoor Club; L. O. W. Athletic Committee.

NILS WESTERBERG

55 Strong Place
Brooklyn, N. Y.





MERLE WICK
83 Petersville Road
New Rochelle, N. Y.



IRVING BERNARD WIDES
228 Englewood Avenue
Englewood, N. J.



GERTRUDE WILKES
213 Bennett Avenue
New York City

Z Φ

L. O. W. Social Committee; Pan-Hellenic Representative; Sophomore Hop Committee; L. O. W. Committees; Varieties Circulation Staff; Junior Prom Committee; Secretary of Accounting Club; Women's Tea Committee; Historian of the Class; Chairman of Big-Sister Committee; Chairman of Senior Women's Activities; Violet, 4; Senior Ball Committee.



H. R. WILKENS
496 West 136th Street
New York City.



ELEANOR G. WOIDSHECK
4110 Wickham Avenue
New York City

Θ γ

Listed in Who's Who
President, League of Women;
Student Council, 4; German
Club; Social Committee; Senior
Ball Committee; Co-Ed Commit-
tee, 4; Violet, 4; Day Organization;
Christmas Party Committee.



PAUL WOLFE
477 Fairview Avenue
Fairview, N. J.



JULIUS WURM
2492 De Voe Terrace
Reporter on College Newspaper.

ISADORE YAHRE
709 West 176th Street
New York City.
Accounting Club; Commerce Bul-
letin; Publicity Committee of Ju-
nior Class.

WALTER ANTHONY YUSKA
672 Driggs Avenue
Brooklyn, N. Y.

Δ Φ Ε

Member of Transportation Club;
Member of Newman Club; Presi-
dent of Foreign Trade Club.

WILLIAM T. ZACHARIEWITZ
10 Sixth Street
Derby, Conn.

Betta Gamma Sigma
Philatelic Society, 2, 3, Secretary,
3; Accounting Club, 3, 4; Krainian
Club, 3, 4; Junior Prom Committee;
Senior Smoker Committee; Swim-
ming; Bea Gamma Sigma; Social
Committee, 4.

JOSEPHINE ZAJAC
10 Eagle Avenue
Paterson, N. J.

Φ Χ Θ

Beta Gamma Sigma
L. O. W.; Social Committee; Open
House Committee; Accounting
Club; Law Society; Deliam Coun-
cil Delegate; Dramatic Club; Co-
ed Activities Committee; Big Sister
Committee.

HATTIE MARIE ZELENKA
30-04 47th Street
Long Island City, N. Y.
German Club.

EDWARD ZELLER
112 Fairview Avenue
Jersey City, N. J.

JOSEPH T. ZUYEWSKY
230 Powell Street
Brooklyn, N. Y.



SANFORD TAMARIN

President of the Day
Organization

and

JOHN CINCOTTA, JR.

President of the Senior Class

Who have given freely of their
time and talents to furthering the
interests of the School of Com-
merce and the present graduat-
ing class.

CLASSES





A MESSAGE TO THE UNDERGRADUATES

TO the seniors of 1936, this distinguished volume will have a special significance. For them, in the years that are to come, it will serve as a treasure house of memories.

To the undergraduates, this current chronicle merely clocks off another mile of the formal academic journey—the road to Commencement still stretches out ahead. It can hardly be amiss, then, for me to urge all those underclassmen who turn these pages to dwell upon this record not alone in pride of present accomplishment but also in resolution of future attainment.

Insofar as the administrative faculty office that is in charge of student activities can pronounce judgment, the Senior leadership of our current student affairs has been particularly noteworthy. You underclassmen have been especially fortunate in the character, ability and good taste that has been so evident among the senior officers of your councils, your clubs, and your publications.

These senior leaders are now about to hand over their respective gavels of authority and responsibility to your eager hands. It is my hope that you will accept and justify their trust. Certainly, our task is to preserve the inheritance that they are about to leave with you—yes, and to build upon that inheritance.

In such an effort you have my every good wish.

G. ROWLAND COLLINS,
Associate Dean.



WILLIAM ZHEUTLIN

President

JUNIOR CLASS HISTORY

UNDER the able leadership of William Zheutlin the class of '37 progressed with a dignity that is expected of the junior group.

As sophmores this group had been unusually active in heckling the poor freshman and otherwise making themselves objectionable. On one occasion they kidnapped the two senior advisors of the freshmen and spirited them away. At another time the class captured the two freshmen representatives and took them to the sophomore smoker. Other similar activities marked this class as a very active one and helped to keep interest in class affairs alive.

Upon becoming juniors, however, the group left behind some of its wilder tendencies and assumed a cloak of responsibility and dignity befitting its position.

The first social event of the junior year was a beer party held on December 19, and later the women of the group held a very successful Hen party



LEVINE
SCHWARTZ

HARRISON
STARK

under the guidance of Helen Garvey and Aldona Slikas. The class also showed intellectual ability and interests as well as social activities when four of their number were tapped into Beta Gamma Sigma, the scholastic honorary society. In addition to their many activities, the class also adopted a standard class hat with the class numerals on it in violet.

At the close of the year the first real formal affair of the class was held, the Junior Prom. This event, which is always the highlight of every college career, was held in the famed teakwood room of the Essex House and was attended by about sixty couples.

OFFICERS

President	WILLIAM ZHEUTLIN
Vice-President	JOSEPHINE CAPOROSA
Treasurer	DON HARRISON
Secretary	EDITH SCHWARTZ
Historian	HENRY STARK
Representative	AL LEVINE



SEYMOUR KATZENSTEIN

President

CLASS OF 1937

THE 1935-36 academic year brought the Class of '37 into the spotlight as one of the most progressive classes of the year. During the course of its activities in its fifth year in the School of Commerce, the Class continued its early established record of repeatedly disregarding precedent in favor of true progress and service to the School. The men and women of '37 may justly be proud of their brilliant achievements.

Under the able leadership of Milton Lax in its Lower Sophomore year, '37 became the first class ever to receive a specific appropriation from the Night Student Council for extra publicity to boost class attendance at meetings and socials. During the same year Abraham Roseman, chairman of the Social Committee, inaugurated the idea of having Class Socials on Saturday nights in the Al Lassman Memorial Lounge. These two departures from the established order have since been copied by practically every class in the School. This fact alone is recognition of the foresight of the Class of 1937.

LA BARBERA
MINSCOROTTER
YORK

During their Upper Sophomore year the men and women of '37 again showed their individuality and their ability to think for themselves by electing for the first time in years an independent candidate, who was not allied with either of the two large political machines, as one of its representatives to the Student Council.

At the beginning of its Lower Junior year the Class elected Saul H. Rotter as its President and showed its continued enthusiasm by averaging a turnout of more than 200 students at the various class socials. Amid pomp and splendor they participated in their first Junior Prom at the Barbizon-Plaza. This event was, of course, the highlight of the year, and Gene Kardos' Orchestra played in fine style as the '37'ers danced their troubles away.

Not content to rest on its past laurels, this class went into its Upper Junior year in September with the idea of making greater strides than ever to maintain its record of progressive leadership. It ventured into dramatics and in February presented "Frivolous Frolics" at the Play House with the cooperation of the University Dramatics Society. The efforts of the would-be Barrymores and Hepburns were received by a full house with hearty approval.



CARL BEER
President

SOPHOMORE CLASS HISTORY

WITH the election of Carl Beer as president, the class of '38 set out to continue the excellent program begun under Arthur Sherman. As freshmen this group of Commerce students held more social functions than any other freshman class in the history of the school. They were the originators of the Co-ed Hen Party for freshmen. The class always entered all social events with a hearty zest that always brought success.

Thus as sophomores this class of '38 had an envied reputation to uphold, and throughout the year they accomplished an excellent task in living up to their record. More socials were held in Lassman Hall than by the previous soph classes. In addition the class once again took part in the annual soph-frosh week for co-eds, and the women again sponsored the soph-fresh tea held in the women's lounge.



SIMON
CHAPIN

GREENBERG
ALLAN

The class also did its share in heckling the new freshmen, and the lot of the poor lonely freshman was a hard one when the sophs descended upon them.

This class also received its share of the honors when its president of the previous year was elected as Secretary of the Student Council. With two seats on the school council the voice of the class was stronger than ever, and the driving force of the group was making itself felt throughout the school.

With the holding of the sophomore Hop, the first really large social function of the group since matriculation in the school, the class of 38 brought to a close a very successful year and may look forward to the junior year with a great deal of anticipation and joy.

OFFICERS

President	CARL BEER
Vice-President	ANDREW ALLAN
Treasurer	JOHN CHAPIN
Secretary	BEATRICE SIMON
Historian	HERBERT GREENBERG



JACK KRUPNICK
President

CLASS OF '38

ENTERING the year 1935-6 as Juniors, the Night Class of '38 carried along all the fight and spirit which had characterized the three previous years of existence at the School of Commerce.

As Freshmen these students first made themselves known through the independent actions that set them apart from the rest of the school. In their lower sophomore year they gained wide publicity through their bold snatch of the freshman class banner. They held the banner for two years. Later in the year the chairman of the freshman smoker was kidnapped and delivered at the scene of the affair upon the payment of two sandwiches and a glass of beer for ransom to each participant in the affair.

In a gesture of friendship, which signified the formal ending of hostilities, the two classes combined in a smoker the following year, and the '39 emblem was returned.



ZWIEPACH
MILBER

AMBROSIOUS
STROK

As lower sophomores the class also gained athletic distinction by capturing the evening basketball tournament. Owing to the fact that no tournaments have been run since then, '38 has retained the championship.

Supporting their major affairs, the class of '38 has consistently broken records of long standing in the evening division. Members of the class have also gained enviable records for themselves in extra-curricula activities. They have often boasted that there is no night activity that does not include a member of their class.

The first social of last year's schedule fell to the lot of '38, and it was particularly well attended. Then in conjunction with the upper juniors the class celebrated the end of mid-year exams by having a smoker at the Opera Tavern. March saw the Junior Prom Tea Dance at the Hotel Taft, the Junior Prom at the Essex House, and the Night Junior Beefsteak at a popular local gathering place.

NIGHT CLASS '38 OFFICERS

President	JACK M. KRUPNICK
Treasurer	JAMES AMBROSIOUS



ALBERT FRIEDMAN

President

FRESHMAN CLASS HISTORY

WITH a snap and drive that has not been seen at Commerce for a long time, the class of '39 entered the halls of Commerce for a four year visit.

Immediately upon their arrival these young men and women of the yearling group acclimated themselves to their new environment and set out to leave their mark on the records of the school. Their complete disregard for precedent and tradition marked them as original and individual with plenty of initiative. Upon the appointment of their two Advisers from the senior class the group held its first class meeting and then, contrary to tradition, dispersed a sophomore meeting being held in an adjacent meeting room. Following this unusual proceeding, the class marched into a regular program like old timers.

About the fifth week of school the class of '39 held the class elections, and young Al Friedman emerged the leading man for the presidency. Immediately this young Violet proved his worth in the position. Taking strong hold of his



GROSCH
LASKER

LYON
GROSSMAN

group, he appointed the necessary committees to carry on the business of the class and set about making his group one of the outstanding classes in Commerce.

In February the class of '39, led by the president, helped Professor Bader welcome the February freshman class to Commerce. President Friedman gave a speech of welcome at the orientation reception in Lassman Hall, and the class later held a special social for the new group just entering.

As a fitting close to a grand beginning, the class of '39 held a large social gathering at the end of the year. This successful function was attended by many of the faculty and several of the prominent upper class leaders as well as the Day Organization President.

OFFICERS

President	ALBERT FRIEDMAN
Vice-President	WALTER LASKER
Treasurer	CHARLES GROSSMAN
Secretary	SYLVIA LYON
Historian	WILLIAM GROSCH



BERNARD LICHTMAN

President

CLASS OF '39

PAST the stage of kidnapping and tug-of-war, the men of '39 went through a year which did not bring them front-page headlines in the Bulletin but which did arouse among them a lasting sense of unity and friendship.

A determined drive to awaken student interest in class meetings had its desired results. Under the leadership of President Bernie Lichtman a series of publicity stunts were devised. Once the thirty-niners had been induced to come to weekly meetings, entertainment provided by the faculty and guest speakers made them come back for more. A one act play, presented by the Washington Square Dramatic Society, was the highlight of the season. Debates between the classmates enlivened meetings. The one on the advisability of an all-university paper kept the sophs in heated argument until long after the other class meetings had been adjourned.



SINCOFF
BALLANCE

WILSON
SCHMUCKLER

Back in 1934 the "39 Wag-Rag" was founded by Don Anderson. In 1935 it was kept alive through the efforts of Ken Schachter. Last year Lennie Freedman took charge of writing stories for the '39 organization.

For three years the men of '39 have been at Commerce. While their collective efforts have been for the welfare of their class, many of them have been active in other extra-curricula affairs. They have earned prominent positions on the Bulletin, the Violet, and various professional clubs.

The Soph Smoker was held late in March at Rigg's Restaurant. Climaxing the social season for the men of '39, the Soph Hop at one of New York's finest hotels was as successful as other events of the 1935-6 year.

OFFICERS

President	BERNARD LICHTMAN
Treasurer	GEORGE BALLANCE
Secretary	JOHN WAGNER
Vice-President	NATHAN SCHMUCKLER



ROBERT CARSON
President

CLASS OF 1940

THE Class of 1940 has gone forward during the scholastic year of 1935-36 with a quiet dignity that marks it as a sound and reliable student division of the School of Commerce.

The moderately sized groups that attended the weekly class meetings carried away with them lasting impressions of the goodfellowship which prevailed. Most of these get-togethers were conspicuous by their informality, conducive to pleasant discussions, and the quiet planning of future dances and entertainment. Guest speakers at the weekly gatherings were invariably impressed by the high caliber of the membership, and this circumstance should serve to spur the class on to greater heights of extra-curricular achievement.

JOHNSON
HOCHBENEKER
IMBER

Notable among this year's accomplishments were the class's two successful Wednesday night dances, which were held in Lassman Hall. The fact that an unusually large number of attractive girls attended each dance can be pointed to with pardonable pride, for it is a great proof of 40's popularity.

Not to mention the publication of "The Forty Gazette" would be to neglect a fall event of major importance. This year's "Gazette" was bigger and better than ever before. This paper and its successors will be the generally acclaimed harbingers of the praises that will ring in the ears of those who, in 1940, will be the proud owners of our Alma Mater's sheepskin.

OFFICERS

President	ROBERT CARSON
Treasurer	HAROLD HOCH



AL NYMAN
Executive Committee

CLASS OF '41

ON the evening when the night frosh gathered for the first time to elect the class officers, all the guards in the building had to be called to quell the riot. After the freshmen had been weeded out from the attacking sophs and peace had been restored, the neophytes chose Al Buchman as their leader and Howard Anderson to help represent them on the Student Council.

Getting down to business immediately, the men of '41 laid plans for the coming year. Not among these plans but nevertheless one of the most interesting events was the kidnapping of the president of the night senior class, Jerry Amster. After ridiculously painting up that honorable person and paddling him, the frisky freshmen took him to the senior dance at Lassman Hall.



WATSON
BECKERMAN

ANDERSON
SHINN

The seniors, seeing their leader in distress, arose in wrath and set out to avenge themselves. They met the frosh in the lobby. A fierce scuffle ensued, and when the connection had ended the frosh had fled in disorder.

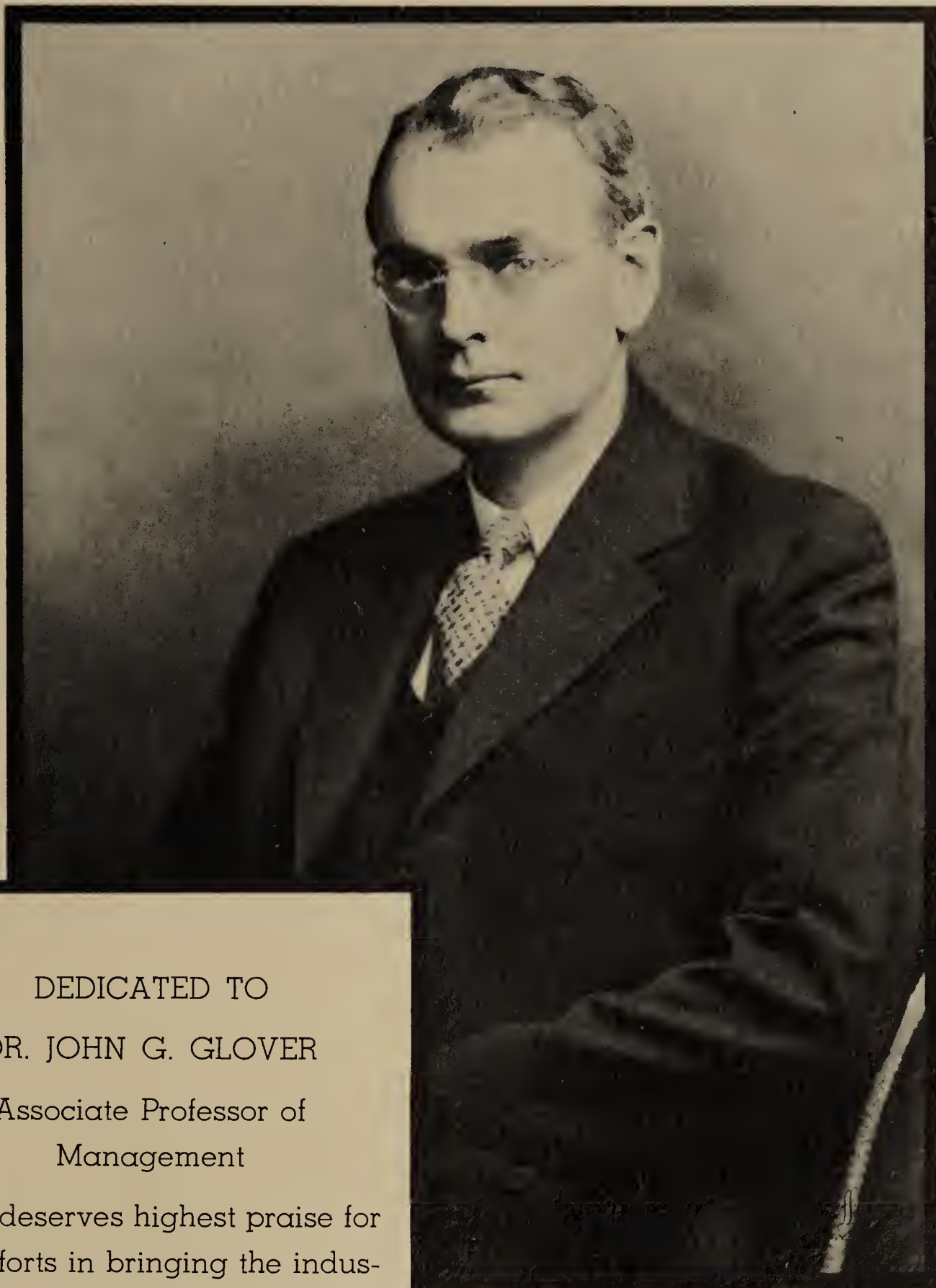
Preceding class organizations had attempted to publish their own newspapers, but the men of '41 were not satisfied with a mere four-page news sheet. They published a magazine. It was a miniature year book with the freshman history, feature stories, pictures, and miscellaneous articles written by class reporters.

At the freshman smoker the newcomers were initiated into a new phase of college life. Here they met the faculty at leisure and learned for the first time that professors are human. Last of the class formals for the year, the Frosh Hop held early in May, rounded out a year of fun and work and left the members of the class of '41 looking with great expectations to the future.

NIGHT FRESHMAN CLASS OFFICERS

President	ALEXANDER J. BUCHMAN
Treasurer	J. HOWARD ANDERSON
First Vice-President	JOHN WATSON
Secretary	BERNARD MASKET





DEDICATED TO
DR. JOHN G. GLOVER

Associate Professor of
Management

Who deserves highest praise for
his efforts in bringing the indus-
trial world into more intimate
relationship with the students of
Commerce. Commerce stands
higher because of his efforts.

ORGANIZATIONS

ALL-UNIVERSITY SENATE

WITH the idea of unifying activities of the various branches of the University, Chancellor Harry Woodburn Chase installed the All-University Student-Faculty Board of Non-Athletic Control at New York University. Since that time all University student affairs have been under the supervision of the Student-Faculty Board. This body is composed of the chairmen of the faculty committees and the student council presidents of the individual schools and colleges. Every effort has been made by the Chancellor to make the division of authority between faculty and students as equal as possible by appointing four members from each group. The secretaryship rotates among the student members, although there is a stabilized faculty chairman.

The Student-Faculty Board is directly responsible to the Chancellor and has been granted the power to recognize deserving all-University non-athletic Student organizations and to appoint advisers when the occasion for such action arises.

The introduction of this novel idea of student-faculty government was followed by no little disturbance. It was imperative that each all-University non-athletic organization, which had been already organized, submit a petition for recognition to the Student-Faculty Board. The formation of the Board automatically invalidated any recognition that had been extended at any time prior to its induction.

**HERBERT M. SHIFFER**

Advisor to Day Organization



Α Φ Σ, Α Κ Ψ, Θ Ν Ε, Β Γ Σ, Α Δ Σ, Sphinx, Arch and Square. Born in New York City, 1890; B.C.S., New York University, 1916; M.B.A., New York University, 1932; Chairman of Committee on Fraternities and Sororities; Professor of Marketing.

**JOHN S. MORRIS**

Advisor to Night Organization

$\Delta \Theta X$, $\tau K A$, $\Sigma \Delta X$, $\Theta A K$, $A \Phi \Sigma$, Arch and Square. Born at Mount Sterling, Ohio, 1902; graduated from Miami University, Oxford, Ohio, A.B., 1922, A.M., Columbia, 1926.



SANFORD TAMARIN
President, Day Organization



CAMERON MERKLE
President, Night Organization



COLLINS
GARDNER
WARDELL
CAPOMENOS

SCHIFFER
FRIEDMAN
SHERMAN
LEVINE

CINCOTTA
HOPKINS
BEER
WOIDSHECK

TAMARIN
ASHMAN
ZHEUTHLIN
MANDELOWITZ

DAY STUDENT COUNCIL

UNDER the able leadership of Sanford Tamarin, who, as President of the Day Organization, is also President of the Student Council, the extra-curricula activities of the School of Commerce have been exceptionally noteworthy.

The Council began the year by assisting Professor Bader in the work of orientating the new freshmen through a series of conferences with undergraduate student advisors, a faculty convocation, and a monster Get-to-Gether Social in Lassman Lounge.

A successful campaign was waged early in the year to allow dancing in Lassman Lounge, and the Council was also successful in its efforts to modernize the Ninth Floor Smoker. This Smoker has been entirely redecorated, and comfortable furniture has replaced the hard benches and antiquated furnishings which had been there for many years.

President Tamarin travelled as the representative of the School of Commerce to Kansas City during the Christmas Holidays for the National Student Federation Convention. As soon as school opened in the new year, the Council joined with the other undergraduate groups in petitioning the Board of Athletic Control for better seats at the Varsity Basketball games at Madison Square Garden.

The Annual Winter Frolic and the Student Council Dinner were held in cooperation with the Night Student Council, and the two bodies sponsored with the Commerce Alumni Association a Monster Rally in Washington Square Park on the eve of the N. Y. U.-Carnegie Tech football game. The Spring Carnival featuring basketball games between the Violet Skull and the Violet Blade and the Day and Night Commerce teams was a great success, and an entertaining Social Program for the various classes was sponsored.

The Day Organization and the Council sponsored a number of meetings, which future Day Orgs will find hard to equal. The radio star, Walter O'Keefe, started the ball rolling with a stirring talk on war at the first meeting. Gus Edwards and Jeff Sparks followed along with Jimmy Durante and Betty Kasha, Patricia Leeds, Arthur Kay and Aristides de Leoni.

All the Day Organizations of the University cooperated to give the football team a great send-off with an all-night rally on University Heights on the evening before the Fordham game.

The Annual Christmas Party with Professor Alfred M. (Doc) Nielsen as Santa Claus was a happy time for all . . . except those who were embarrassed by the presents they received. President Tamarin conducted an amateur program, in which many of the students participated. Laird B. Tuohig's piano rendition of "Cloe" and "Sophisticated Lady" stamped him as the most successful amateur.



CARSON
KATZENSTEIN
CHOROWSKY
LA BARBERA

AMSTER
MERKLE
BALLANCE
HOCH

PROF. MORRIS
AMBROSIUS
LICHTMAN
KRUPNICK

NIGHT STUDENT COUNCIL

THE aim of the Night Student Council of 1935-36 has been to foster a greater feeling of fellowship among night students and to widen interests in all night activities.

This council is composed of the Presidents and Treasurers of the six classes and the President and Treasurer of the Wall Street Division. At the meeting on May 1, 1935, Cameron Merkle was elected President, and Bernard Lichtman was elected Secretary at the first meeting in October. James Robertson was appointed Sophomore Adviser and Mac Chorowsky Freshman Adviser.

On December 4 the combined Day and Night Student Councils held the annual banquet at the Fifth Avenue Hotel. On this occasion the Councilmen were awarded their keys and shingles.

The Night Student body also cooperated with the Day Division in sponsoring the Winter Frolic at the Park Central Hotel on December 14, the Junior Prom on March 7 at the Essex House, and the Senior Ball on April 4 at the Waldorf Astoria.

On Wednesday, December 11, the "Night Org Programs" began. The students were entertained by such treats as the dancing of Paddy, Jr. and impersonations of well known characters by Ernie Mack. On another occasion Robert Munholland, the prince of magicians, presented a night of magical mysteries.

For the first time the Night Student Council will award a scroll to all evening students who have received an "A" average in all their courses. Plans are also being formulated for the recognition and regulation of all University Clubs.

The progress of this year's Student Council was only possible through the sincere cooperative effort of each Councilman. The Council received valuable advice from Professor John S. Morris, advisor to night student activities.

L. O. W. OFFICERS



GRANDALL
PRICE

RIVKIN
LIEBMANN

WOIDSHECK
JUSTMAN

DAY LEAGUE OF WOMEN

THE Commerce League of Women grew out of the League of Women Council, which was at first formed to unite all the women of the University into one compact group. With the rapid growth of the Co-ed enrollment it became necessary to form individual leagues in the School of Commerce, Washington Square College, the School of Education, and the Evening Division of the School of Commerce.

In the School of Commerce the League of Women is an organization to which the women students look for leadership in all extra-curricula activities. The important activities of the League were directed by the following committees: the Social Committee, the Social Service Committee, the Big Sister Committee, the Get-Together Committee, Rest Room Committee, and the Athletic Committee.

The main objective of the Social Committee is to bring the League members together at various types of affairs and entertainments. The first of these was an intersorority tea, at which the newcomers were introduced to their older sisters. The faculty was feted on two occasions at teas, and an Open House Dance and a St. Patrick's Day Dance were held in Lassman Lounge. The proceeds of the last mentioned affairs were donated to the fund for the Emily Foster Memorial Award of fifty dollars, which is awarded each June to the outstanding co-ed of the Junior Class.

Each Christmas the little tots of the Judson Health Center are entertained at a large party . . . "with toys an' Santa Claus an' a tree 'n' everythin'!" Under the direction of the Social Service Committee the 1935 Christmas time was no exception, and the little guests played and romped with sparkling eyes and cheery faces until long after dark.

The swains of Commerce knew that, the girls could cook after the Cake and Candy Sale held in the lobby of the School. This demonstration was a great success, and the Foster Award Fund again reaped the benefits.

For the first time in its history the L O W held a Formal Reception at the Hotel Park Central on November 30 under the direction of Chairman Jane Flanagan. Professor Schiffer and Miss Reutiman were the guests of honor, and the event of the evening was the awarding of the L O W Essay Contest prize to the winner, Miss Kathleen Reynolds.

The annual Big Sister Tea was held early in the year by the Big Sister Committee to acquaint the new freshmen with the older girls. The Big Sisters, chosen from the Junior and Senior classes, are appointed to act as guide and leader for each Little Sister for the entire year.

A Mother and Daughter Tea was held late in March so that the mothers might become acquainted with other mothers and with the associates of their daughters. The year was concluded with the Annual Installation Tea, at which the newly elected officers were installed and the Emily Foster Award was made.



JANE KOWALSKI
President

NIGHT LEAGUE OF WOMEN

TO advance the highest and best interests of women scholastically, socially, and generally in every matter affecting their welfare and progress, to insure cooperation with other organizations, to promote friendship and good will, to foster loyalty to New York University, and to place the co-ed student on a plane with her male classmates have been the motivating desires of the Evening Division of the League of Women during the past year.

The orientation of the evening Freshman women was the object of the two Freshman Teas. The first was held in October. After being welcomed by President Kowaleski, the newcomers were told about the many advantages to be gained from participation in extra-curricula activities. After they had made the acquaintance of the upperclassmen, the guests played bridge, danced, and made short work of the refreshments to end a delightful evening. The February Freshmen were also feted at a similar gathering.



MULLER
HABER

RING
NACHBAR

A Football Dance on Thanksgiving Day Eve attracted almost 100 guests, and the Varsity Football team, which was undefeated up to that time, was pledged a hundred per cent support and wished success in the game with Fordham University on the following day. Cider and doughnuts were served, and a holiday atmosphere prevailed throughout the evening.

In March a Leap Year party, at which the outstanding men students were the guests of honor, was held. The boys were kept busy avoiding direct answers to some of the pointed questions which were put to them, and so the evening passed without any announced casualties.

OFFICERS

President	JANE F. KOWALESKI
Vice-President	TERRY NACHBAR
Corresponding Secretary	NATALIE MULLER
Recording Secretary	CECIL HABER
Treasurer	GERTRUDE RING



ACCOUNTING CLUB

OFFICERS

President
Vice-President
Secretary
Treasurer
Corresponding Secretary
Faculty Advisor

FRANK L. HOPKINS, JR.
LEO STERNFELD, JR.
LEAH SCHWARTZ
GEORGE KRUPNICK
ELIZABETH SCHMIDT
PROFESSOR ARTHUR ROSENKAMPFF

THE Accounting Club of New York University was organized to give students of Accounting a more comprehensive understanding of their chosen profession and the place it holds in the general business structure. The club aims to supplement with intimate discussions the theory presented in the Accounting courses.

As one means of achieving its purpose the Accounting Club published for the first time this year "The New York University Accounting Ledger." This monthly magazine contains various information about accounting activities both in the School of Commerce and in the outside business world. In addition to its publishing efforts, the Accounting Club continued the weekly Certified Public Accounting Review Seminar to acquaint students with the work which must be covered to insure adequate preparation for the Certified Public Accountant examination.

At many of the weekly meetings of the club prominent leaders in the business field addressed the members. Among the many speakers of the academic year were Mr. J. A. Peter, of Price, Waterhouse Company; Christian Oehler, of the firm of Haskins and Sells; Dean John T. Madden and numerous other professors of the School of Commerce.

While the major purpose of the organization has been to give its members a deeper understanding of the problems of the Accountant, social activities were not neglected. The Club's most successful affair of the year was as usual the annual banquet. The most important group of other functions was the series of socials, which were held either independently or in conjunction with the Commercial Club Group, of which the Accounting Club is a charter member.



Interesting field trips to business concerns, such as The International Business Machine Company, The New York Stock Exchange, Macy's Department Store, The Worthington Pump Machine Company and the New York Cotton Exchange, were made throughout the year.

Members

SAM COHEN
IRVING H. COHN
GEORGE F. BENNETT
MORRIS BLUMENKRANTZ
EDWARD BORCHI
JOSEPHINE CAPORASO
MORRIS ALPER
GEORGE ANDERTON
JOHN ANTONYSHYN
WILBUR C. ASHMAN
EVERETT H. CREDO
MAX DANIEL
JEROME M. DANIELS
RAPHAEL DAVIDSON
FRANKLIN DAVIS
HARRY DRAMIN
ARTHUR F. EVANS
ALEXANDER EVILIA
IRWIN FEINBERG
GORDON FONTONELLA
HELEN GARVEY

MARTIN GOLDBERGER
CHARLES GROSSMAN
THOMAS F. HAMMILL
FRANK HOPKINS, JR.
ARTHUR KOROTKIN
FRANK KOROTKIN
FRANK KOSTOLANSKY
MORRIS KRALL
GEORGE J. KRUPNICK
ABE KULLER
ROSALIND LEIBOWITZ
HAROLD LEVINSON
SAM LEVITT
RALPH LOWENTHAL
RUBIN X. MANN
MARIE McNALLY
RALPH MAXON
VINCENT J. McBRIEN
WILLIAM MILLER
WILLIAM NEWMAN
ADOLPH PINCUS

SAMUEL RANKIN
HERMAN RASKIN
IRVING ROTHMAN
ELIZABETH SCHMIDT
LEAH SCHWARTZ
MONROE SEIFER
ARTHUR SELTZER
SIDNEY SIMAN
ALDONA SLIKAS
EDWARD SMITH
HENRY J. STARK
LEO STERNFELD, JR.
DOMINIC VERRASTRO
ERWIN WAGNER
BERNARD WALLERSTEIN
HELEN D. WILBUR
GERTRUDE WILKES
WILLIAM T. ZACHARIEWITZ
JOSEPHINE ZAJAC
ALBERT ZALETEL
BERNARD ZEMSKY



MANAGEMENT CLUB

OFFICERS

Faculty Advisor
President
Vice-President
Treasurer
Secretary

MR. H. J. HOLBERT
GEORGE TEGELAAR, JR.
MARTIN CARTER
CLARICE BUCHLER
GERBERT FOX

THE MANAGEMENT CLUB has made much progress since its first organization in 1920. It was reorganized in 1931 under the leadership of Adrian Wessler, who was elected the first president under the new regime. At the installation of Mr. Hayward J. Holbert as Faculty Advisor a new impetus toward success was created. This enthusiasm was evident in the club through the administrations of Kingsley Jones and Ernestine Eichwald, until now, under the leadership of George Tegelaar, Jr., the membership has reached a new height. Thus the Management Club has become the largest club of the school this year.

The purpose of the Club is to encourage an active interest in the field of Management among the students and to bring before the student body principles of Scientific Management through the media of trips, discussions, moving pictures, authoritative speakers and similar methods.

The functions of the year, arranged by the Program Committee, under the leadership of Martin Carter, and the Trip Committee, under George Parakilas' leadership, have been outstanding for their variety. The Club members have taken trips to various companies, including Remington Rand, Edison Storage Battery Company, American Telephone and Telegraph Company, Ingersoll-Rand, The New York Sun, General Electric, Sunshine Biscuit Company, American Chicle Company and the I. Miller Shoe Company. The various speakers who have led discussions at the weekly meetings were: J. Merlien of the North American Rayon Company, J. Finns of the American Sugar Refining Company, Harry R. Bouton, Divisional Engineer of the New York City Board of Water Supply; G. L. Harris, Vice-President of the Addressograph Multigraph Company; G. Gleason, of the General Electric Company; Charles Gordon Smith, Vice-President of the Taylor Society; W. Donaldson, President of the Robert Gair Company, and Dr. B. E. Shultz, Dean of the New York Stock Exchange Institute.



MEMBERSHIP is based upon the attendance by students at three consecutive meetings. There are no dues in the Club. Members, who because of their leadership, cooperation, and service are considered to have done outstanding work in the Club, are awarded membership in the newly formed Management Honorary Society.

This year a new movement has been under way to form a night group of the Management Club, and several meetings have been held. A Management Club Alumni group, which will be open to all graduates of the School of Commerce, is being planned at the present time under the leadership of Martin Carter.

A banquet, held in the Hotel Taft with 60 members present, closed the Club's activities for the term. New officers were installed, and a guest speaker was present to address the members.

HONORARY MEMBERS

PROFESSOR WILLIAM B. CORNELL

PROFESSOR JOHN G. GLOVER

PROFESSOR COLEMAN MAZE

COMMITTEES

Program

MARTIN CARTER, Chairman

FABIAN ENGLANDER

ARTHUR GREENBLATT

PEARL BLAU

MILDRED BROOKLYN

CEIL SCHMERTZLER

Trip

GEORGE PARAKILAS, Chairman

NICHOLAS TSATSIS

JOHN LA MONICA

FLORENCE TAPLINGER

JEAN PEARLE

GEORGE ARETAKIS

NEIL MOSS



TRIAD LEAGUE

OFFICERS

President
Vice President
Secretary
Treasurer
Faculty Advisor

HAROLD SIEGEL
FELIX SANG
MADELINE WILDEY
JACK NASH
JAMES C. DRURY

COMPLETING its twenty-first year the Triad League, the oldest student organization in the School of Commerce, reached a peak in both membership and attendance with an average of 100 students on hand at its meetings.

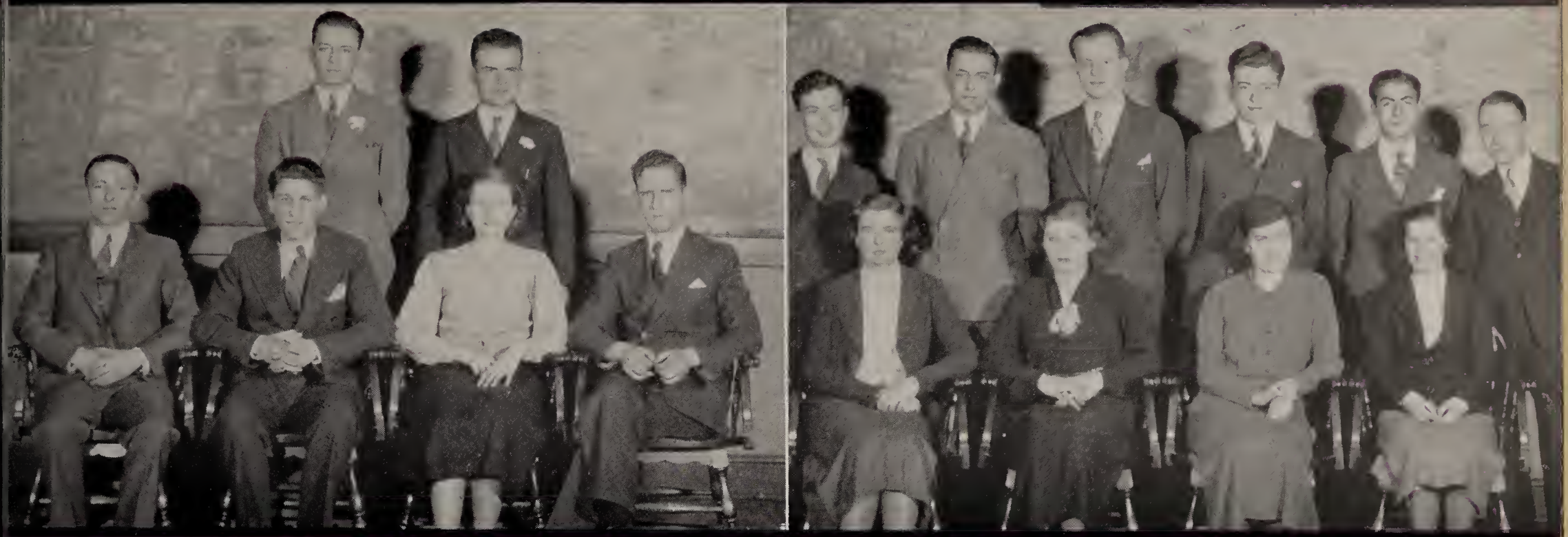
The advertising organization's creed, "Art, science and truth in advertising," which has guided the league since its organization in 1914 by Professor George Burton Hotchkiss, was used as a standard in planning the various programs and forum meetings.

In accordance with a 21-year-old tradition the season was opened with a meeting at which the faculty held sway. Prof. Hugh E. Agnew told of his summer trip to Alaska, Prof. Thomas B. Stanley gave some pertinent advice, and Prof. George B. Hotchkiss told of the League's founding.

Among the leading figures in the advertising world who spoke before the League this year were Abbott Kimball, of Kimball, Hubbard & Powell; B. J. Hauser, of the Sales Promotion Department of the National Broadcasting Co.; Hal A. Salzman, public relations counsel; Douglas Taylor, vice president of PRINTERS INK; Paul E. Murphy, advertising manager of Frederick Loeser & Co.; William Orchard, of Batten, Barton, Durstine & Osborn; Merle L. Prindle, Marketing director of Erwin Wasey & Co., and Charles Collisson, farm editor of the Minneapolis Tribune.

With two exceptions all the speakers before the League this year were former Triad members who have been successful in advertising.

Among the other activities of the League were the annual dinner and a publicity contest with a \$25.00 cash prize offered by Hal A. Salzman and a \$3.00 prize offered by the League.



A new activity this year was the publishing of the "Triad," a 16-page publication printed by photo offset. Five hundred copies of the first issue were sold to marketing students at five cents each.

A record in attendance was reached at the joint meeting of Triad League and Alpha Delta Sigma, the honorary advertising fraternity.

FACULTY MEMBERS

PROFESSOR HOUGHTON
DR. LUCAS
PROFESSOR SPRAGUE
PROFESSOR STANLEY

COMMITTEES

Triad Publication Managing Board

Managing Editor	HENRY MARSH
Editorial Board	AUSTIN KITT
RAYMOND C. HAGEL	PAUL HOLLISTER
Business Manager	JACK NASH
Art Editor	GALE SPOWERS
Circulation Manager	BERNARD FISCHER
Advertising Manager	JAMES BERG
Secretary to the Board	SYLVIA SCHNEIDER



NEW YORK UNIVERSITY BAND

OFFICERS

Director
Student Leader
Drum Major
Manager
Graduate Managers

MAUREL HUNKINS
EDWARD YOUNG
VINCENT O'CONNOR
HARRY KAPLAN
EARL SCHMITZ

ONE HUNDRED AND SIX men clad in violet and white cadet uniforms march down the field between the halves of the Saturday afternoon football contests. The New York University Band has taken the field to entertain the spectators awaiting the second half.

Under the direction of Maurel Hunkins the band goes through various formations to spell out the initials of our opponents and N. Y. U. each Saturday. This year Vincent O'Connor, who has been drum major for the past four years, continued his outstanding exhibitions as the only double baton twirler in the country.

Members

ABBATE, R.
ACHTTEL, W.
ALTSCHULER, M.
AMSEL, M.
ANDERSON, H.
BARISH, S.
BARKIN, M.
BARNETT, J.
BENNETT, E.
BIZAR, H.
BLOOMBERG, N.
BORLAND, J.
BRAVERMAN, I.
CAMPANELLA, A.
CLAUSEN, A.
COHEN, A.

CONDOSTA, S.
CORDTS, E.
COSTA, A.
DANIELS, H.
DEEGAN, H.
DORSETT, D.
DORST, F.
ELMAN, M.
ENGLEHART, P.
EPSTEIN, M.
FAIRBANKS, R.
FELDMAN, L.
FINNERTY, F.
FISHBEIN, A.
FONTANNELLA, G.
FRANK, D.

GABRIELSON, R.
GRAY, O.
GREENWALD, H.
GURDIN, M.
HALSBAND, A.
HILL, J.
INGRAM, E.
JAHN, F.
JAMES, H.
KAMM, R.
KATZ, A.
KATZENSON, H.
KEHRT, E.
KENIGSBERG, S.
KINDLER, B.
KLEIN, M.

KOPET, C.
KREITSBERG, I.
LASHINSKY, S.
LEMBERG, R.
LENEFSKY, I.
LEVINE, A.
LEVY, D.
LINDSEY, M.
LIPTON, R.
MacDONALD, R.
MANIERI, P.
MARKWOOD, I.
MARUSWICH, S.
MERREL, W.
NUDELMAN, D.



GLEE CLUB

OFFICERS

Accompanists
Manager
Librarian

JESSE SCHECTMAN
MISCHA STILLMAN
THOMAS L. TRAFFORD
GAMBLE S. HALL, Jr.

THE New York University Glee Club has attained national prominence in collegiate and musical circles during the past nine years mainly through the efforts of Professor Alfred M. Greenfield, the director. In participating in more than fifteen concerts the singers have completed their heaviest program since the inception of the organization.

With the assistance of many members of the faculty and administrative officers the Glee Club presented its Ninth Annual Town Hall Concert in December. The Faculty Glee Club, which is believed to be the only one of its kind in American Universities and which is also directed by Professor Greenfield, augmented the seventy undergraduate voices.

The twentieth annual intercollegiate Glee Club Concert was held in New York in March. Dartmouth, Harvard, Princeton, Rutgers, Yale, and New York University were the colleges represented. The most impressive group of numbers on the program came when the various universities continued the tradition begun in 1934 and joined together in singing each other's Alma Mater song.

During the year the motion picture industry recognized the excellence of the renditions by the Club, and engaged its members to appear in a group of short subjects dealing with undergraduate life on a typical American campus.

On eleven occasions the Glee Club sang over national networks for the National, Columbia, and Mutual Broadcasting Systems. Its highest acclaim came after a joint concert with the New York Philharmonic Orchestra at Carnegie Hall early in January.

In addition to its formal concerts the Club holds many social functions for the diversion of its songbirds. Smokers, bridge parties, informal dances, and the Annual Formal Reception and Dance made up the main portion of these lighter affairs for the 1935-36 year. The Club attended a performance of "Carmen" in a body just after the final examinations for the first semester were completed.



DRAMATIC SOCIETY

OFFICERS

Chairman

JESS KIMMEL

Treasurer

PHILIP SEBERT

Faculty Advisor

MR. BENJAMIN GAMZUE

THE Dramatic Society is the oldest productive organization in New York University. After an existence of over forty years the Society was reorganized in 1932 and made rapid steps in expounding the various arts of the theatre. Continuing the established policies of former years, the Society has produced many one-act plays during the school year at its Playhouse in room 703, Washington Square College. The attempts of the embryo Garbos and Barrymores often bring weird and unusual interpretations to the well-established plays of various authors, but the members are enjoying themselves and working at an extra-curricula activity in which they are deeply interested. Among the most popular plays of the 1935-36 season were "Margot," "The Lost Elevator," "Greed," "A Cup of Tea," "God's in His Heaven," "The Tenth Man," "Goat Alley," and "The Valiant."

The Dramatic Society also has continued its policy of inviting prominent stage celebrities to address the meetings when plays are not being presented. These speakers talk to the members on some aspect of the stage or else give a reading from a play. Among the guests invited this year were Helen Hayes, Judith Anderson, Alfred Lunt, James Barton, Herbert Marshall, Walter Huston, George M. Cohan and Leslie Howard.

The primary purpose of the Society is to give practical experience in all phases of dramatic endeavor to students who are interested in this form of self-expression. Any member is entitled to act in plays, direct them, write for production by the Society, or design costumes and scenery. Special groups are formed for these purposes. Foremost among them are the makeup group for those who follow the intricacies of makeup art and the playwright group. The Society also published "The Offstage Slant." This periodical is concerned with the varied phases of dramatics, devotes space to the activities of other collegiate dramatic societies, interviews stage stars, lists current Broadway productions, and reviews plays presented by the Society.



VARSITY DEBATING

Coach
Asst. Coach

WILLIAM D. BRYANT
BERNARD EISENBERG

THE Varsity Debating team of New York University is one of the most active groups to represent the university in inter-collegiate contests of a non-athletic nature. During the 1935-36 academic year its teams have traveled as far west as Colorado, down into Texas where, as part of the celebration of the Texas Centennial celebrations, they matched wits with the Longhorns from the University of Texas on the negative side of the question: "Resolved, that the United States shall join the League of Nations"; the trail next led to the University of Florida and then northward to contests with Duke, Davidson, Johns Hopkins, Temple, Rutgers and Fordham.

During the Christmas holidays a group of five men traveled to Dartmouth, Harvard, and New Hampshire and then journeyed across the Canadian border to meet the crack teams of McGill University and the University of Toronto. Counting the battles at home and afield, the Debating team engaged in eighty-three engagements.

The forensic battles at home were staged for the most part in the School of Education auditorium, the little theatre on the seventh floor of Washington Square College and in Lassman Hall. During the course of the season, the Violet played host to fifty-two colleges including Georgetown, University of Pennsylvania, Penn State, Bates, Colby, Montclair State Teachers College, Ohio State, University of Chicago, Northwestern and Princeton.

Each year topics of current appeal are chosen. Principal resolutions for the past year included: Resolved: that the nations of the world should agree to prevent the international shipments of arms and munitions; Resolved: that a three-fourths jury decision shall be enough to acquit or condemn a defendant in the American Jury System; and Resolved: that the President of the United States shall be elected by popular vote of the people of the several states.

The Varsity Debating squad has found that more and more students from the School of Commerce are gaining prominence as speakers and so, more than ever before, the students of Commerce are representing the University in this very interesting field of Varsity competition.



FINANCE FORUM

OFFICERS

President

GEORGE CAPSOMENOS

Vice-President

LEONARD COLWELL

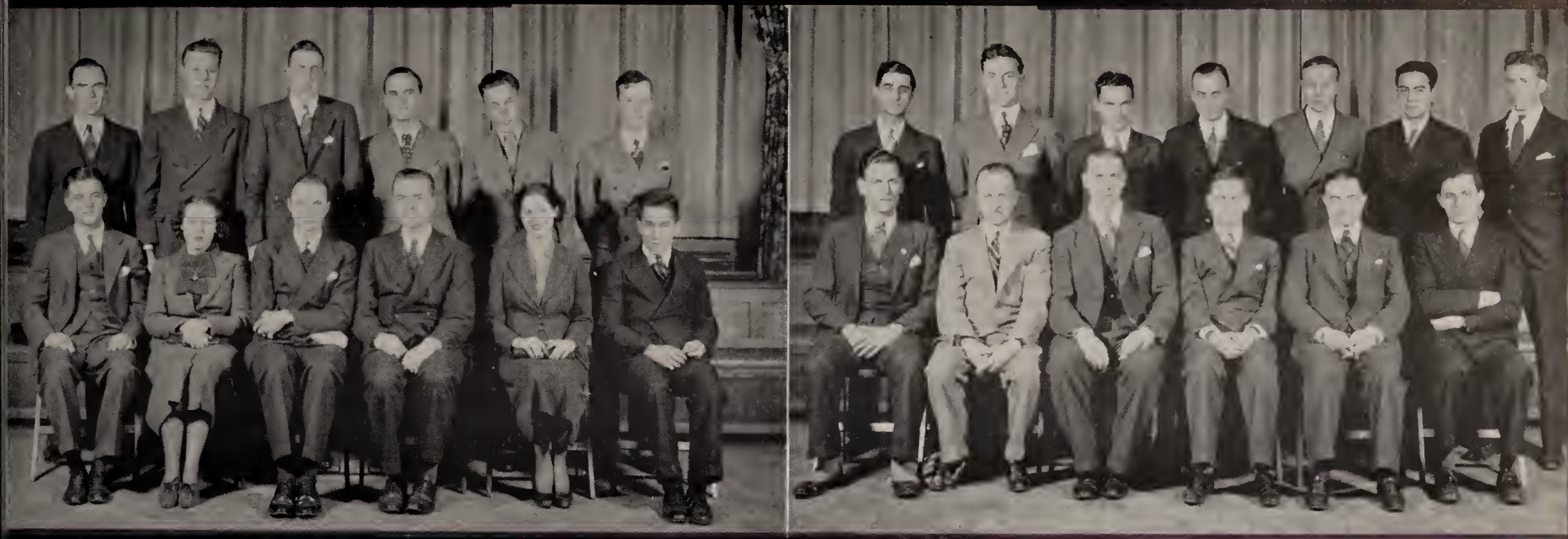
THE achievements of the Finance Forum during the past year have been praiseworthy and as such the club has been recognized by the Administration and by the Department of Banking and Finance under which it operates as one of the outstanding extra-curricula organizations in the School of Commerce. Since its inception years ago it has always been blessed with capable officers to guide it through its academic year and 1935-36 has certainly been no exception to this splendid record.

Not only have the members of the Forum discussed among themselves affairs in the world of finance; but they have had outstanding men from the business world address them on various topics. No phase of Banking and Finance has been left uncovered by the Speaker Committee in its search for the best business minds obtainable. Leaders in banking, corporation finance, credits and collections, insurance, investments, life-insurance underwriting, public finance and real estate.

Besides these speaker's meetings, the Forum held bi-monthly Saturday night dinners during the football season at various well known hotels. At these dinners the alumni members spoke on some entertaining topic. The regular meetings were well attended and when special speakers did not address the Forum, the various undergraduate members spoke on timely subjects.

The Finance Forum is divided into three separate undergraduate divisions which, banded together, make up its membership. At Washington Square there are two divisions, one for day students and the other for the night worthies while the third division holds forth at the Wall Street Division of the School of Commerce.

In addition to the men from the outside business world, various members of the faculty have been guest speakers including Professors Dewey, Foster, Rodgers, Starkweather, Smith, Bogen, Jordan, Bonneville, Plunkett, Nadler, Chapin and Messrs. Conroy and Edgerton.



FOREIGN TRADE CLUB

OFFICERS

President
Vice-President
Secretary
Assistant Secretary
Treasurer
Assistant Treasurer
Faculty Advisor

WALTER A. YUSKA
JAMES A. BERG
ALFRED JUNOD
JAMES HERNANDEZ
FRED F. FANSHER
SHIRLEY LIEBMANN
DR. PAUL V. HORN

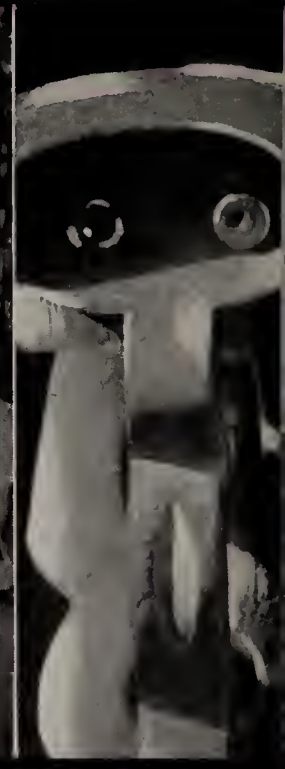
IN 1929 a small group of foreign trade students formed the Foreign Trade Club of New York University with the three-fold purpose of fostering contacts with leaders in foreign commerce and governmental service, giving students contemporary information concerning latest developments in international trade and affairs, and aiding students to secure employment.

Today the Club is even more active, having grown into a strong organization of approximately 100 members plus an active alumni association. The Club's success can be attributed largely to the untiring efforts of Dr. Paul V. Horn, who was Chairman of the Trade and Industry Department at the time of the founding of the organization.

Membership in the Foreign Trade Club is open to any student at New York University who is interested in trade in general, customs of foreign countries, foreign diplomatic service, shipping, transportation, and allied interests. Meetings usually take the form of dinners, luncheons, discussion groups, debates, or social functions, and speakers are secured from all fields of foreign trade and related activities. Often diplomatic representatives from foreign countries are invited.

On May 1, 1930, through the efforts of the Honorable Luis E. Feliu, Consul General for Chile in the United States, the Chilean government tendered the Foreign Trade Club a dinner on board the Chilean steamship "Teno." The affair was dedicated to greater amity between Chile and the United States.

Since this affair it has been the policy of the Foreign Trade Club to sponsor annual dinners aboard noteworthy ships. Among the other novel features of the club are the Foreign Trade Gold Key worn by the members, personally engraved shingles, "Trade Winds," a quarterly magazine received by all at special occasions, and club stationery for private use.



CONNOISSEURS' CLUB

OFFICERS

Chairman
Vice-Chairman
Secretary-Treasurer
Faculty Associate

NORBERT E. KUNZL
IRA C. CONSTAD
LEONARD V. SHIMKIN
PROFESSOR C. HAYES SPRAGUE

THE Connoisseurs' Club of the School of Commerce of New York University was organized in December 1932 by students of Professor C. Hayes Sprague, who had, through his course, Introduction to Art, become interested in securing a better appreciation of art. So the purposes of this club have been mainly to foster an interest and appreciation of art among the students of the School of Commerce beyond the limits of the classroom.

The club, which meets every two weeks, is an organization attempting to combine this appreciation of art with a wide knowledge of art in the commercial field. It offers an excellent opportunity to those students who are interested especially in art to broaden their knowledge and to cultivate new tastes in the field.

The activities of the Connoisseurs' Club are varied. During the course of the past year the members were able to attend several fine lectures at the Metropolitan Museum of Art and at the Brooklyn and Newark Museums of Art. Understanding that art is not created by the painter and the sculptor alone, the members also attended two performances at the Metropolitan Opera House.

Two of the important events of the year were a guided inspection of the manuscripts in the Pierpont Morgan Library and a trip through the Frick Art Collection. As a fitting conclusion for a successful year, the Club made a special excursion to Boston in May and visited the numerous museums and galleries of that historic New England city.



PHILATELIC SOCIETY

OFFICERS

President
Vice-President
Secretary
Treasurer
Faculty Advisor

HERBERT SUNDERMAN
JOSEPH GRIES
FELIX F. HRYNKIEWICZ
WILLIAM MILLAR
PROFESSOR J. G. GLOVER

NUMISMATICS refers to the collection and classification of rare coins. Philatelics is the science of stamp study. Derived from these words is Numophilies, the name given to a club organized in 1926. Until 1928 members of this organization continued activities under this title, but the name was changed to the Philatelic Society during that year. The story of the change is one of slashing interests. Back in 1926 ten students of Washington Square College felt that they had common interests: the collection of rare coins and stamps. They organized the ill-fated Numophilies Club with a membership of nine men and one women. Soon those who preferred the study of coins found their ideas did not jibe with those who felt the universe revolved around the investigation and collection of tattered stamps. A test came, and it was discovered that collectors of stamps held sway in the organization. One day those who preferred the study of coins were politely but firmly told they would have to continue their study elsewhere. After the break in 1928 new members gave the club fresh impetus, and thus the Philatelic Society of N. Y. U. came into existence.

The purpose of the organization is to promote the study of philately and to aid all members who desire to make a collection of postage stamps. The first regular meeting of the new philatelic organization was held on December 16, 1929, at which time Professor John G. Glover of the Department of Business Management was elected Honorary President and Faculty Advisor to the New York University Philatelic Society.

The following officers were elected at first meeting: President, Morris Schwartz; Vice-President, Solomon Silbert; Secretary, Francis Holmes; Treasurer, Jerome Smitt; and Librarian, Walter Sapran.

On March 26, 1931 the Board of Control of Student Activities (Non-Athletic) granted the society permission to use the name "The Philatelic Society of New York University." The society was thus opened to students of all the school of the University who are interested in the science of stamp collecting.



COMMERCE LAW SOCIETY

OFFICERS

President
Vice-President
Treasurer
Corresponding Secretary
Recording Secretary

SANFORD TAMARIN
LESTER PESKIN
SIDNEY HARRIS
ELIZABETH SCHMIDT
LEONORE MOSKOWITZ

IN completing its second successful year of service to the School of Commerce and the University, the Commerce Law Society has become more firmly than ever established as an active commercial club. Its purpose is primarily to increase interest in law as a profession and to assist those students of the School who will follow this vocation. Aside from this primary purpose, the Society strives to better the speaking voices of its members by sponsoring orations and debates from time to time.

During this year the Society has called upon Professors Buckham, McKee, and Ackerman of the faculty to deliver talks to the club on current topics. In addition, prominent barristers spoke on those current problems which relate specifically to law. On one occasion Bernard Eisenberg, ex-president of the Society, gave a very interesting discourse on "Insurance Law for the Layman."

At the beginning of the academic year in October, the Society held its second annual All Commerce Speaking Contest in the Al Lassman Memorial Lounge under the direction of Lester Peskin and Bernard Klein, who were co-chairmen of the committee which made arrangements for the contest. Of the thirty-three students who participated, two were finally declared to be of equal ability and were announced as the winners: Joseph Parone and Al Baskin. Professor Buckham, Bernard Eisenberg, assistant coach of the Debating Team, and Dwight W. Wardell, Editor-in-Chief of the Commerce Bulletin, acted as judges and made the final decision on the candidates.

The Society publishes the "Commerce Advocate" at intervals throughout the year. This publication contains condensed articles on legal decisions and events and a personal section devoted to news of the members' activities.

The successful journey thus far is in no small measure due to the unequalled leadership and ready advice of Professor McKee, the Society's Faculty Advisor.



DELPHI—HELENIC SOCIETY

OFFICERS

President
Vice-President
Secretary
Faculty Advisor

GEORGE N. CHIMICLES
VAN LIVADAS
BETTY CHIOTES
DR. PHILIPPOS E. PAPADAKIS

THE Delphi Hellenic Society was founded early in the fall of 1934 by a group of students at the Washington Square Center who felt the need of bringing together all the men and women of Hellenic origin enrolled in the various schools of New York University. The Society was an immediate success, and it has grown consistently, until today with forty active members it has taken a prominent place among the other leading extra-curricula organizations of the University.

The purposes for which the Delphi Hellenic Society was founded are threefold: to carry on the ideals and traditions of ancient Hellas and those of the founders of New York University; to promote the bonds of friendship and brotherhood among its members, and to establish a closer relationship with the members of other Hellenic organizations and, in particular, with similar groups at other universities.

During the academic year Delphi has sponsored numerous lectures by men of Hellenic origin who are leaders in their respective fields of endeavor, given dances, smokers and socials for members and guests, entertained the members of the Hellenic Club of Columbia University at an open-house party, and sponsored from time to time lessons in Greek to keep before its members their mother tongue, with the particular purpose of cultivating in them an interest in the use of the language of Plato and Xenophon.



MENTOR CLUB

OFFICERS

President
Vice-President
Secretary
Treasurer

GEORGE W. WILEY
EVERETT H. WALTER
LAWRENCE HICKS
ALFRED V. EDELMANN

IN 1925 a small group of Commerce students organized a club in which opinions concerning youth's problems might be freely discussed.

Its charter members consisted of Dr. Gerald E. SeBoyar and six students of the School. All of these students were engaged in various forms of social work among boys, and they intended the organization to be a discussion group for problems connected with that field of service.

Since that time, however, the fundamental purpose of the Club has changed. Instead of simplifying and clarifying the problems of others, the members now confine their discussions to a consideration of present-day problems. The principal aim is to prepare the members to take an intelligent interest in those subjects which are vital to an understanding of contemporary civilization.

The membership is not very large, since a quota set by the constitution limits the club. The topics discussed have always been provocative. Under the very able guidance of their advisor, Dr. SeBoyar, this group of young men experienced in various fields of endeavor find few topics beyond the ken of at least one member of the group. Albeit, a delving into the romantic realms of the unknown throws an interesting halo about the meetings. The field of debate is so broad and the time so limited that the members leave the meetings with the desire to peer into the depths of the topic individually.

The Club has found that visits to the theatre are beneficial to their purpose. The members discover that not only do they become well acquainted with the current stage but also that the nature of the play lends itself to a problem for discussion.

Members

DWIGHT W. WARDELL
THOMAS W. BURKE
ERNEST STEIGER, 3rd
LLOYD H. BANKSON

ROBERT E. COMMERCE
C. STUART BURNS
CHARLES M. REDDING
BENTON M. MILLER



IL CIRCOLO ITALIANO

OFFICERS

President
Vice-President
Treasurer
Recording Secretary
Corresponding Secretary

LEONARD A. PISCIOTTA
ANTONIO AMODIO
JOSEPH POTENZA
MADELINE M. ZULIANI
JOSEPHINE VULTAGGIO

AT the beginning of the 1934-35 academic year the Italian clubs of the various schools of the University were unified in the organization of Il Circolo Italiano of New York University. With the impetus which this unification gave the Club, the combined groups have completed a very successful year.

The students of Italian extraction, who make up the membership of the club, participated in many social and educational programs throughout the past year. At a series of lectures the members had the pleasure of hearing from Professor James Di Girolamo, Nino Martini, the opera singer, and Generoso Pope, who publishes the largest Italian daily newspaper in the United States.

The members of the organization presented skits and plays, held a poetry recital and gave talks on current topics in their mother tongue. Lantern slides of picturesque Italian cities were procured and shown to the members. During the course of the year the Club held three theatre parties and visited the Italian steamer Rex, a dinner dance was held in the Italian room of the Hotel Taft in April and a luncheon party was held at the Roma Restaurant on March 11.

The cultural activities of the Club were also promoted. "Rigoletto" was heard at the first of two opera parties, and later in the year the group attended "La Tosca." The Italian Club Library, consisting of three hundred volumes on Italian art, literature, science and music was formed for the use of the members. This library came to the Club as a gift of the Italian government.

The aim of Il Circolo Italiano is to bring Italian students together socially, to enrich them with the culture handed down by their forefathers, to help them attain a higher scholastic and social standing and to offer a better equipped body with which to enrich the cosmopolitan heterogeneity of New York University.



GEOGRAPHERS CLUB

OFFICERS

Chief Geographer
Assistant Chief Geographer
Scribe
Cartographer
Route Guide
Faculty Advisor

A. O'DONNELL OBERHOFER
CHARLES STEINWAY
ADRIENNE KASSAL
JESSE GANIS
BREWSTER GOTTSCH
DR. A. M. NIELSEN

THE Geographers of Commerce completed in May their first year of activity at the School of Commerce of New York University. In May 1935 the Day Organizations of the School of Commerce and the School of Education approved the Geographers' petition for recognition as an official extra-curricular organization of the University.

The Geographers' Club was started by a group of students who became interested in this field of activity through their courses in Economic Geography under the direction of Dr. A. M. Nielsen. The aim of the Club is to afford its members an opportunity to obtain through extra-curricular trips, lectures, and discussions information on the latest developments in the field of Economic Geography, and to guide its members in additional research in this field. The membership is not confined solely to students registered in the Economic Geography courses but is open to all students of the Schools of Commerce and Education who are interested in this work.

During this, its first year of activity, the Club has had a constant, healthy growth. Meetings have been held monthly for members of both the day and evening divisions. Among the many interesting programs offered have been lectures on "Mountain Climbing in the Teton," by Mr. Donald Anderson, "The Saguenay" by Mr. Duncan Mac D. Little "Travels in Egypt" by Miss Florence Kessting, and "Map and Map Making" by Cartographer Stanley Bowmar. In February an interesting trip was made by the Club to the Hayden Planetarium, and on May 2 and 3 the members took a 500 mile bus trip with stops to see the wonders of the Ashokan Reservoir, Howes Caverns, Saratoga Springs, Ballston Spa, Fort Ticonderoga and West Point. This trip was indeed the high point of the Club's activities for 1935-36.

With this successful start in their initial year the Geographers of Commerce look forward to continued victories in the coming academic year and have planned among other activities to make a detailed population study of the students registered in the School of Commerce.



ECONOMIC SOCIETY

OFFICERS

Faculty Adviser
President
Vice-President
Executive Secretary
Recording Secretary
Treasurer

DR. WALTER E. SPAHR
ROBERT W. MULLENTHALER
GEORGE HORWITZ
EDGAR KNAUTH
JULIE O'GRADY
WILLIAM WEBER

THE Economics Society began another active year with a talk on "Current Economic Problems" by Dr. Walter E. Spahr, faculty adviser and chairman of the Economics Department. A series of open forums for the discussion of vital monetary issues followed this initial meeting. Because of the unusual interest aroused among the members by these discussions, it was decided to continue them through a greater part of the balance of the semester.

The first half of the year was brought to a close by an interesting analysis of "Problems and Prospects Toward a Unified Banking System" by Dr. T. J. Anderson, Jr.

Two talks by visiting speakers were the highlights for the current year. The first was a lecture by the eminent German economist, Dr. Otto Nathan, on the question, "Can Depressions Be Avoided?" The second was a very interesting discussion by Dr. Lois McDonald of Washington Square College upon the topic, "Soviet Russia—A New Civilization?"

As an addition to last year's activities, it was decided to give the members an opportunity for literary expression by the publication of an annual. This annual, co-edited by Messrs. Edward Salas and Henry Brodie, under the name the Student Economist, is now in the process of publication and gives every indication of being a successful project.

Because of the success which marked the first dinner held at the conclusion of the 1934-35 session, this affair has been made an annual function.

Finally, mention should be made of the honor which was bestowed upon the president-elect of the Society, Mr. Roland Warren, who was the recipient of a scholarship to Heidelberg University, Germany. The official vacancy created by his departure was ably filled by Mr. Robert Mullenthaler, president of the previous year.





DEDICATED TO
DR. GERALD E. SEBOYAR

Professor of English

Brilliant scholar, friend, and guide, under whose able leadership the honorary societies of Commerce have maintained their high standing and scholarship.

HONORARIES



VIOLET SCROLL

VIOLET SCROLL is the honorary society of the Commerce yearbook. Each year new members are elected. The scroll is awarded for meritorious service. Students eligible for membership in Violet Scroll fall into three classifications; first, members of the managing board; second, senior members of the associate board, and third, members of the staff who have given outstanding service for three years. Only those who have served faithfully receive this exceptional honor. In special cases where the eligibility requirements have not been met, but exceptional service has been rendered, the scroll may be awarded. Members are:

Gold

KINGSLEY JONES (elected 1935)
 JAMES C. McGLYNN (elected 1935)
 GEORGE SUNDSTROM
 MILTON INGEMAN
 WARREN QUADLAND
 JANE FLANAGAN
 LUCILLE MARKOWITZ

Silver

ALAN STRONG
 RICHARD ROSENTHAL
 DAVID RABINOWITZ
 DWIGHT WARDELL
 WILLIAM STEINER
 GEORGE JASSEM
 JOHN CINCOTTA JR.

Certificates for Meritorious Service

AUDREY FORDYCE
 ELEANOR DIAMOND

ARTHUR CHOPOURIAN
 SANFORD TAMARIN



BETA GAMMA SIGMA

DELTA of New York is the New York University chapter of Beta Gamma Sigma, the national honorary society of collegiate schools of business. The aims and functions of this society are similar to those of Phi Beta Kappa, the national honorary society of fine arts colleges.

For twenty years prior to 1933, Alpha chapter of Delta Mu Delta was the scholastic honorary society at the School of Commerce. Believing greater advantages and services would accrue by the merger, the society united itself with Beta Gamma Sigma in 1933. Some of the members of Delta Mu Delta who made an outstanding success of their business careers were John Wanamaker, Daniel Guggenheim, Thomas Lamont and David Sarnoff.

Elections for Beta Gamma Sigma are held twice a year, in November and in March, at joint meetings of student and faculty members. The number elected is limited to one-tenth of the senior class. Five members of the junior class who have completed eighty points of work with a 4.5 average may be elected in March. Only those who are working for a degree and who have no failures or incompletes are eligible.

The purpose of Beta Gamma Sigma is to encourage and reward scholarship in commercial studies, to promote the advancement of education in the service of business, and to foster principles of integrity in business practice.

Members

CHARLES W. BERBERICH	EDWARD NETSCHER
RAYMOND BLOCK	GERALD NEYSELL
ROBERT EDWARD BROMLEY	FRED COLEMAN ARCHER
ARTHUR J. BURROWS	LEO GRENNER
SARAH CRASTNOPOL	LORENZO ORSINI, JR.
GERALD PAUL DAWKINS	WILLIAM LEWIS PESACOV
ALFRED EDELMANN	GEORGE EDWARD RILLING
ALFRED F. EVANS	RICHARD ROSENTHAL
J. RAYMOND FRANCOIS	JOSEPH SELTZER
WILLIAM JOSEPH GALLAGHER	EDWARD RALPH STERLING
CHARLES GIVENTER	GEORGE IVAR SUNDSTROM
KENNETH F. HARDY	WILLIAM TILENIUS
RUSSELL W. HARDY	GORDON STANNARD TUTHILL
JULIAN HIRSCHFIELD	ALAN USOSKIN
HENRY FREDERICK HOFMANN	HERBERT WAGNER
FRANK LESLIE HOPKINS, JR.	BERNARD WALLERSTEIN
SAMUEL HUDSON, JR.	ROLAND WARREN
HENRY KERZNER	SAMUEL WEISSMAN
LAWRENCE LACHMAN	DANIEL JOSEPH WYNNE
VINCENT J. McBRIEN	KARL F. WITTRICH, JR.
RICHARD TUNSTALL MITCHELL	WILLIAM ZACHARIEWITZ
ROBERT MULLENTHALER	JOSEPHINE ZAJAC

Honorary Member (Elected 1936)

WILLIAM T. DEWART

Officers

President	ARTHUR F. EVANS
Vice-President	ROBERT E. BROMLEY
Assistant Secretary	BERNARD WALLERSTEIN
Assistant Treasurer	GORDON S. TUTHILL



ALPHA DELTA SIGMA

COMMERCE men aspiring to honors in advertising work find their efforts rewarded by admittance into Alpha Delta Sigma, the honorary advertising fraternity.

The main requirement for eligibility is the promise of future success, as shown in the student's work. High scholarship and an interest in advertising, determined through outside activities, are also qualifications for membership. Alpha Delta Sigma has existed as a national fraternity since 1914. The Commerce chapter was installed in 1933.

At semi-monthly meetings lectures are given by prominent men in the field of advertising. The fraternity now numbers over 100 members. Those elected in 1935 were:

THOMAS W. BURKE
ALFRED EDELMANN
WILLIAM FEHLHABER
GEORGE GERSHUNY

JULIAN E. HIRCHFIELD
JOHN H. HORN
JOHN KUHLMAN
HOWARD SCHNEIDER

HAROLD J. SIEGEL
WILLIAM STEINER
KENNETH TUCKER



THETA SIGMA PHI

THE advancement of women in the profession of journalism has been furthered considerably by Theta Sigma Phi, national honorary journalism sorority. Tau chapter is at New York University.

The fraternity elects to membership those students who have completed ten hours of journalism with a "B" average, while maintaining a high average in their other studies.

Among the wide range of activities of the society to promote the interest of women in journalism is included the maintenance of an employment agency, known as "The Woman's National Journalistic Register, Inc.," and the publishing of a bi-monthly magazine, entitled "The Matrix."

Members elected in April of 1935 for the school year 1935-36 were:

President	MAXINE LOWENSTEIN
Secretary	LEONA ROSENFELD

Pledgees

ANITA DIAMANT

HELEN PRICE



MU KAPPA TAU

THE newest scholastic society of the University is Mu Kappa Tau, the honorary society for women students of advertising. It was organized in February, 1935, by a group of co-eds interested in the advancement of women in the advertising profession.

Under the guidance of Mr. Robert B. Jenkins, instructor in the Department of Marketing, this year a small group of students built up the organization until it became a recognized honorary society in the School of Commerce after the customary year of probation.

Women students in the School of Commerce who are working for a degree, majoring in the Department of Marketing, and have attained a record of at least B in twelve points of Marketing are eligible for membership upon the approval of the faculty.

Officers

✓ President	MARJORIE M. KLINE
Vice-President	LILIA E. ARGUEDAS
Secretary	MADELYN WILDEY
Treasurer	ELEANOR MURPHY

Active Members

DORIS ALEXANDER	DOROTHY GUIDICI
FRANCIS AVRUTIS	SHIRLEY LIEBMANN
EVELYN COCHRAN	ELSA PESKIN
JANE ELIAS	SYLVIA PRICE
RUTH FISHMAN	JUDITH STARK

Honorary Member

DR. HUGH E. AGNEW

Associate Members

DEAN GLADYS REUTIMANN	PROFESSOR HELEN S. MANN
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Faculty Adviser

MR. ROBERT B. JENKINS



TAU KAPPA ALPHA

OUTSTANDING proficiency in debating is rewarded at the School of Commerce by election to Tau Kappa Alpha, a national honorary fraternity. The New York University chapter was founded in 1928 and is one of nearly eighty chapters.

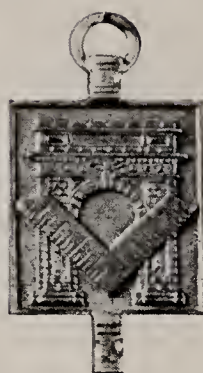
Active participation in college debating for two years is the requirement for eligibility to election. The aim of the fraternity is to foster a general interest in debating among the students by oratorical and debating contests and to bestow honor upon those who have been most outstanding in debating.

Faculty Adviser

WILLIAM D. BRYANT

Faculty Members

PROFESSOR RICHARD C. BORDEN	PROFESSOR ALVIN C. BUSSE
PROFESSOR WALDO B. BUCKHAM	PROFESSOR CHARLES A. DWYER
PROFESSOR JOHN S. MORRIS	PROFESSOR ARLEIGH B. WILLIAMSON



ARCH AND SQUARE

ARCH AND SQUARE, founded in 1917, is the honorary fraternity for night men at the School of Commerce. Those who have sacrificed their time and ability to the service of the university are eligible for the fraternity.

Membership is determined by the active members of Arch and Square on the basis of the student's service, ability and character.

Work in the field of extra-curricular activities is considered service. The manner in which these activities are performed and the maintaining of a satisfactory scholastic standing are the standards by which ability is judged. Character is determined by the opinion of fellow classmates and the influence the student exercises over them.

The newly elected members are:

GEORGE SUNDSTROM
CAMERON MERKLE
THOMAS VULTEE
MAX CHOROWSKY

BERNARD STEINMETZ
SIDNEY COHEN
JERRY AMSTER
PROFESSOR HOPPER



SPHINX

SPHINX is the senior honorary society for day students at the School of Commerce. A sense of student responsibility to carry out extra-curricular activities is recognized by an election to membership.

Scholastic achievement is not necessary for admittance, but the honor goes rather to those who have proved themselves consistently reliable by accepting responsibilities and fulfilling them.

The students elected into Sphinx are tapped each year at a day organization meeting by former and active members of the fraternity. At the same time one junior who has been capable and active in school affairs is tapped and automatically becomes president for the following year. Dwight Wardell received that honor for the year 1935-36.



ALPHA PHI SIGMA

ALPHA PHI SIGMA is the Junior honorary Society of the School of Commerce. Those juniors who have given long service in an able manner and have exerted a beneficial influence on their classmates by their character are eligible for membership in this Fraternity.

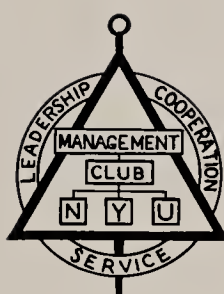
There is both a night and day division of Alpha Phi Sigma, each one electing members separately from their respective groups. The newly elected members are:

Day

WARREN QUADLAND	WILLIAM ZHEVTLIN
THOMAS BURKE	AL LEVINE
CARL HERGREUTER	BEN SONZ
WILLIAM GARDINER	LEO STERNFELD, Jr.
PROF. GOULD HARRIS	

Night

ROBERT ANDERSON	JULIUS BASHMAN
JAMES H. ROBERTSON	EDWARD MENSCH
PETER LA BARBERA	SEYMOUR KATZENSTEIN
FRED KLOCKE	MARK SCHAEFER
PROF. WALTER E. SPAHR	



MANAGEMENT HONORARY SOCIETY

MEMBERS of the Management Club who are outstanding because of their leadership, cooperation and service and who are deserving of special recognition are awarded membership in the Management Honorary Society. Members are voted into this society semi-annually upon the unanimous decision of the Executive Committee and the Faculty Advisor, Mr. Hayward Holbert.

Dean Madden presided during the presentation of the keys this year. This society is designed to further the science of management.

The members are:

Faculty

DR. JOHN G. GLOVER

MR. HAYWARD J. HOLBERT

Student

CLARICE BUCHLER

ARTHUR GREENBLADTT

MARTIN CARTER

KINGSLEY JONES

EDWARD EHRLING

WARREN OSTER

FABIAN ENGLANDER

GEORGE PARAKILAS

HERBERT FOX

CEIL SCHMERTZLER

GEORGE TEGELAAR, JR.

AWARDS

Sigma Phi Epsilon Award
GEORGE C. DADE

Delta Sigma Pi Gold Medal
MORRIS COHEN

Gamma Eta Sigma Trophy
JOHN STEFAN FATSEAS

Al Lehman Cup
KINGSLEY JONES

Alpha Kappa Psi Prize
GILBERT LESSER

Phi Chi Theta National Key
JANE KOWALSKI

James Fenimore Cooper Award
DOUYDAS C. MATISOVICIUS

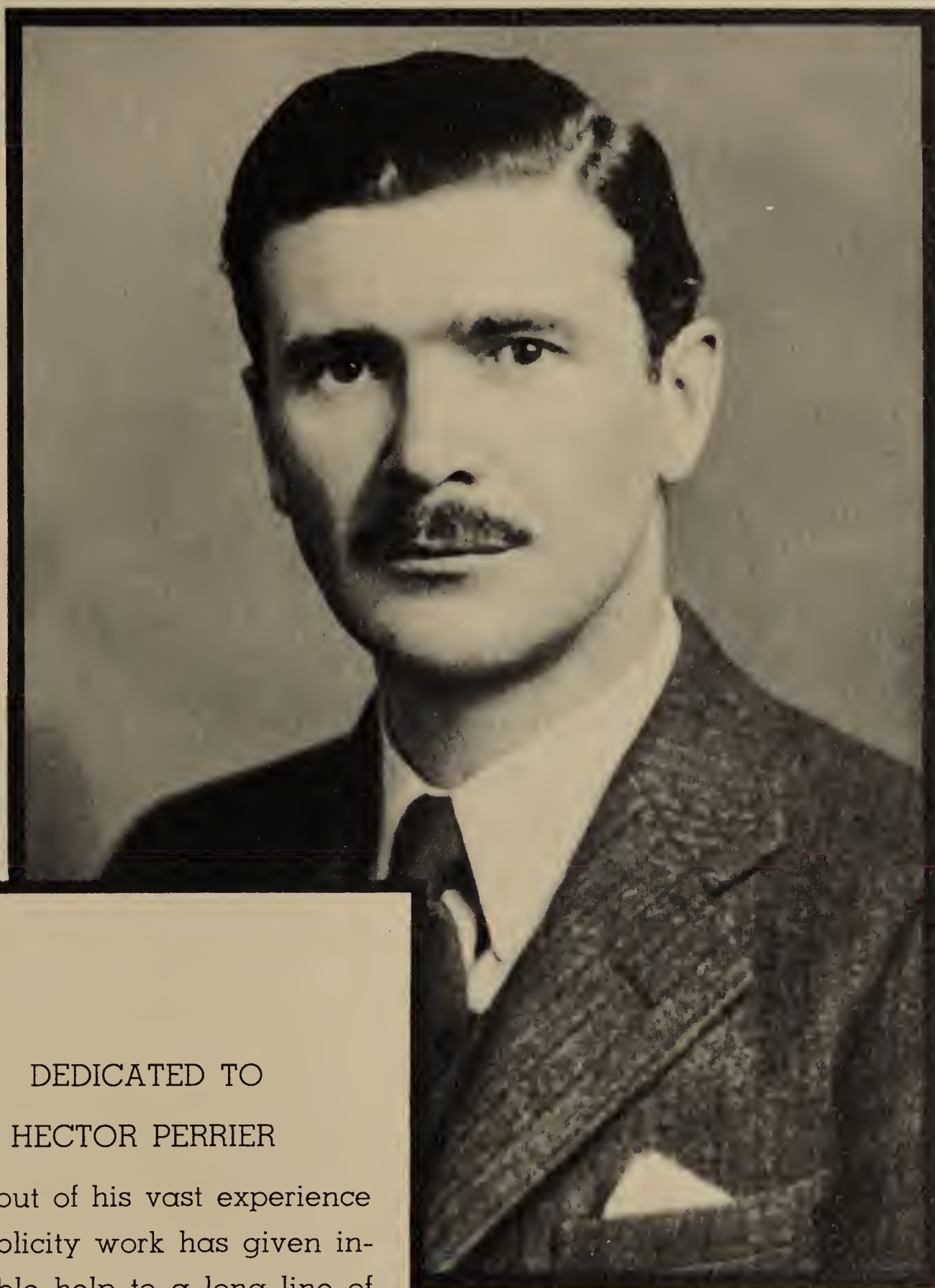
James Melvin Lee Memorial
HELEN BREGLIE

Alpha Phi Delta Gold Medal
ARTHUR ARMAND RACIOPPI

Editor and Publisher
DWIGHT WARDELL

Joyce Kilmer Prize
FRANCIS GOTT

Edger Wilson Frye Award
WILFRED J. DIERKES



DEDICATED TO
HECTOR PERRIER

Who out of his vast experience
in publicity work has given in-
valuable help to a long line of
Violet editors.

PUBLICATIONS



KINGSLEY JONES
Editor-in-Chief, Violet

THE VIOLET

THE Editorial Board of the 1936 Violet set out in September with a courageous purpose, to cheer the approach of the new Prosperity and the beginning of a new era of hope for American Youth. Adopting this as their theme and using as their vehicle a Year Book made up of highly professional photographs and expressive layouts, the Violet Board marched on into the production of this, the 1936 Violet.

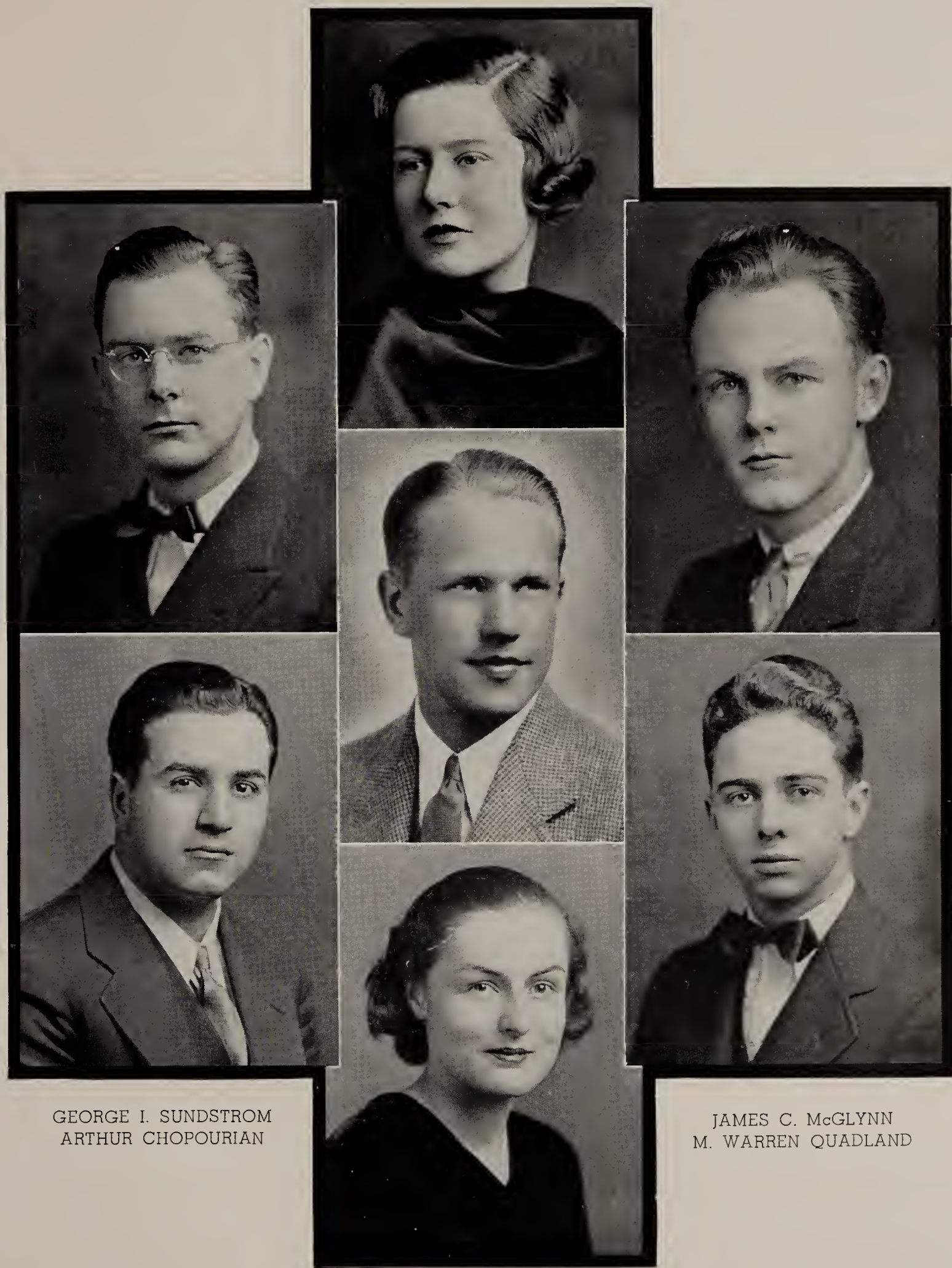
Following the trend of the times, the form of the book was to be modern in design with a lightness of touch to give a bright and cheery outlook. Feeling that the individual had not lost importance in the mass, the Violet set out through the medium of photography to prove that the individuals do stand out. This was done through photos emphasizing the students and faculty as individuals engaged in keeping Commerce the great and important institution it is.

The actual work on the book began on June 12, 1935, when the new editor assumed his first duties. At the close of the 1935 commencement, the 1936 Violet was launched. Working through the summer with the publisher, the dummy was made up and by September all material to be included in the book had been decided upon. By March 17, the art work was designed, the borders chosen, the text assigned, and all that remained was the actual production of the book. The work was scheduled on a production basis and a model office system installed. The publication date was set and for the first time in the history of the Violet, the book was ready on its announced publication date, with assurance that the Year Book would actually be presented as scheduled.

The '36 Violet contained in addition to the usual sections two entirely new divisions called "Commerce in Other Divisions" and "University Services." The first new section showed the various branches of the University in which Commerce courses are given; the second showed the services in the University operated in and about the campus. In addition students appear for the first time as dedictees and for the first time a prominent alumnus is honored as the major dedicatee.

Another striking innovation this year is a slip cover box for this deluxe edition of the book. A solid Violet color with University seal embossed in dull burnished gold gave a fine richness to the innovation.

Editors, associates, staff and many others gave their best that this book might carry out the purpose of the board—to picture a prosperous future for the trained graduate of the School of Commerce, Accounts, and Finance.

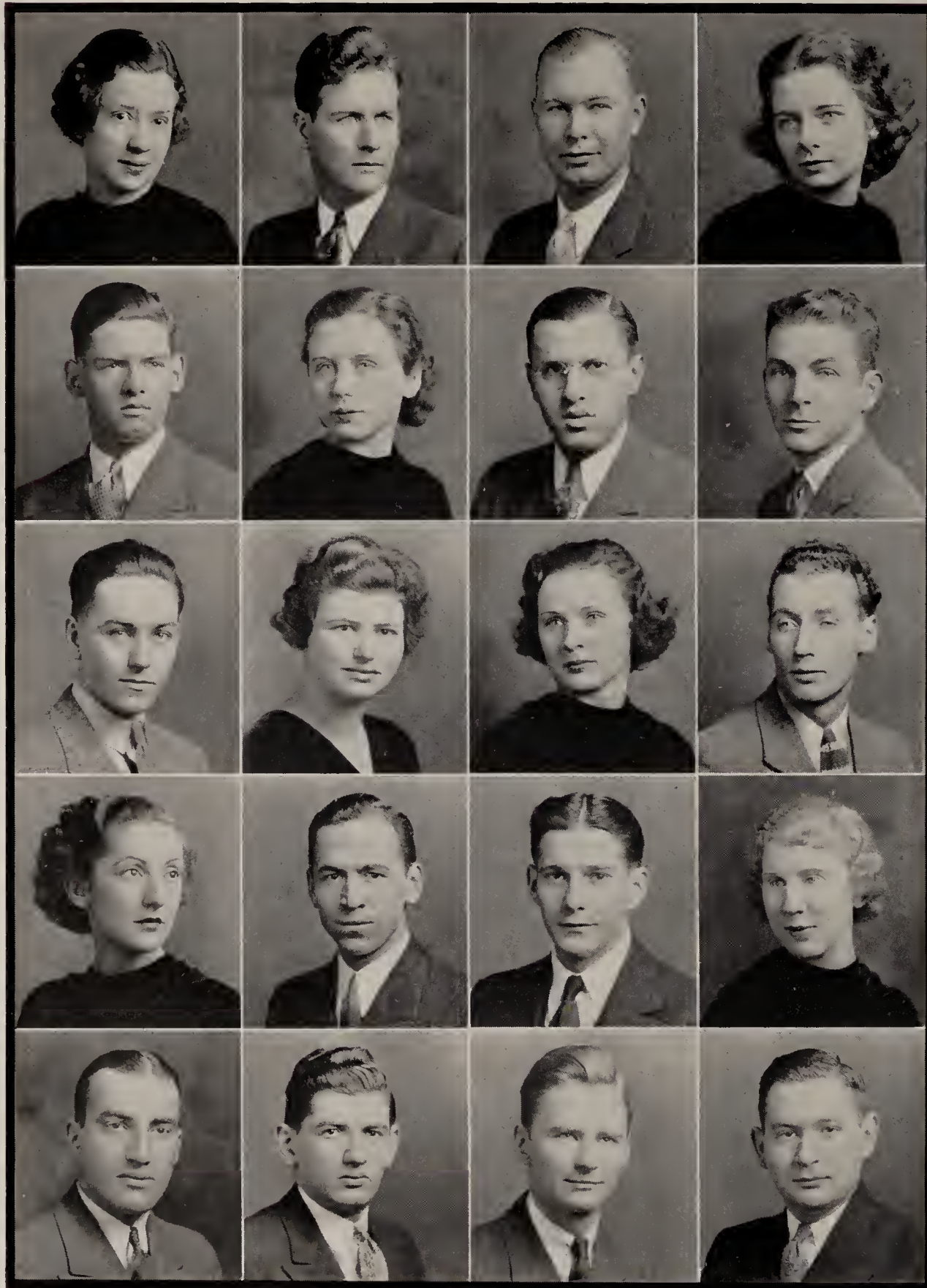


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ARTHUR CHOPOURIAN

JAMES C. McGLYNN
M. WARREN QUADLAND

LUCILLE MARKOWITZ
MILTON INGEMAN
AUDREY FORDYCE

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SIDNEY SINGOFF
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JACK KRUPNICK
Night Editor

WILLIAM STEINER
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THE COMMERCE BULLETIN

ENTERING Volume Four the COMMERCE BULLETIN reached maturity this year. The paper continued its policy of swift and accurate reporting of all the news and activities of the School of Commerce twice each week.

In September the BULLETIN appeared in a new typographical dress of Bodoni Bold, which is considered by experts one of the most effective display types for newspapers. A new hand-drawn masthead with a specially drawn emblem for the paper was used for the first time this semester.

Physically the BULLETIN entered an era of great expansion when it moved into new offices in rooms 43 and 44 South Building, with special offices for the news and sports staffs and a private office for the Managing Board.

A handbook and stylebook written by Editor Dwight Wardell was issued this year to instruct the freshmen reporters concerning the BULLETIN'S standards of journalism.

An aggressive and fighting editorial policy was adopted for the first time in the paper's history when it campaigned editorially for better seats at basketball games, lower prices, and a student voice in the control of athletics.

An exposé of campus politics by James C. McGlynn, Jr., giving a complete analysis of the political machines, created considerable excitement in the school during February.

The BULLETIN'S famous, spicy gossip column, "Picking the Violets," was continued by campus sleuths. Other regular features were tintypes of student leaders, a column on serious affairs by Jack Krupnick, sports columns, and a series of interviews with members of the football and basketball teams. Readers were informed of happenings in other colleges through Tom Burke's College Capers column.

A series of articles presented the results of the BULLETIN'S survey of possibilities of employment in various fields of business.

The paper became a member of the Associated Collegiate Press and distributed the association's rotogravure section, The Collegiate Digest, as a weekly supplement.

A survey of students' preference for different brands of cigarettes was one of the activities conducted by the Business and Promotion staffs. Other market data of value to advertisers were gathered by the staff and used to increase the paper's advertising revenue over 100%.



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Day Managing Editor
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Sports Editor
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Night Editor
JACK KRUPNICK
Night Managing Editor
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HELEN SARGENT

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Business Staff

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MILTON CRAMER
FRANKLIN MOORE EVANS

PHIL KAPLAN

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MILTON CRAMER

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THOMAS BURKE

LOG

THE Log, or Frosh Bible, is the college guidebook for the students of the School of Commerce. Freshmen find it especially valuable as the "open sesame" to the activities and personnel of their new scholastic abode.

This compact, handy little volume is filled with information about the people and places to see and the things to do at Commerce. The range of its contents is widely varied. Included in the information to be found in the 1935 Log are a history of the school, advice from the faculty, an account of the functionings of the Day and Night Organizations, and a description of each recognized fraternity and sorority.

The Log has a distinct purpose: to familiarize incoming students with the regular college procedure and to stimulate participation in extra-curricular activities. The information given in the Log provides every student with the opportunity to become acquainted with the interests of the college, so that he or she may obtain the most enjoyment and broadest benefits from college life.

Editor-in-Chief WILLIAM STEINER

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Thomas W. Burke, Jack M. Krupnick, Abraham Charnack, Julian E. Hirschfield, Sylvia Lester, Milton Cramer, Luigi E. Cortese, Leo Minder, Laird B. Touhig, Ben Sonz, Barry Urdang, Leonard Wilson, Howard Kiesler, Lansing P. Moore, Lawrence Hicks, Jane Flanagan, George A. Guthartz, Jesse Ganis, Robert W. Engel, Sam Ganis, Farster Miritello, Kenneth Ollbaum, Paul Podgus, Jerry Tarlow, Julius Basman, Everett Johnson, John E. Wagner.





ATHLETICS

DEDICATED TO

PHILIP O. BADGER

Chairman of the Board of
Athletic Control
and his group of coaches

In appreciation of their efforts in
furthering the best in athletics
for New York U.



COMMERCE LETTERMEN

Football

Ed Smith
Martin Carlsen
Perry Geffen
Richard Hall
Oscar Scarola
Ruben Gordon
Robert Hersh
Edward Morschauser

Vincent Reis
Salvatore Somma
George Blomquist
George A. Brown
Maurice Hauser
Joseph Milanesi
Philip Swiadon
Leonard Greenberg

David Moskowitz

Varsity Cross-Country

Arnold Speiser

Robert Meagher

Baseball

Captain Thomas O'Connor
Al Telese

Irving Terjesen
Joseph Greenberg

John O'Neill

1935 Indoor Track

Sidney Bernstein
Edmund Burke

John Fatseas
Julius Finklestein

1935 Outdoor Track

John Fatseas

Jules Finklestein

Edmund Burke

Tennis

Ernest Koslan

Lacrosse

Kingsley Jones

Elliott Stark



GEO. SHIEBLER
Sports Editor, Bureau Public Information

SPORTS RECAPITULATION

Varsity	Won	Lost	Tied
Football	7	1	0
Basketball	15	4	0
Track (1934-35)	2	0	0
Baseball (1934-35)	11	5	0
Fencing	4	3	1
Swimming	5	3	0
Rifle	14	0	0
Tennis (1934-35)	8	0	0
Cross-Country	3	2	0
Wrestling	0	3	0
Women's Athletics	69	21	1
Field Hockey	4	3	1
Basketball	8	1	0
Fencing	4	2	0
Swimming	5	1	0
Tennis (1934-35)	4	1	0
Freshman Athletics	25	8	1
Football	3	1	0
Basketball	10	3	0
Fencing	7	0	0
Baseball (1934-35)	3	6	0
Track (1934-35)	2	3	0
Cross-Country	2	2	0
	27	15	0
Total	121	44	2

CAPT. NATHAN MACHLOWITZ



COACH MARVIN A. STEVENS

VARSITY FOOTBALL



N. Y. U. — BATES 34-7

New York University opened its 1935 campaign with an overwhelming victory over Bates 34-7. The Violet aggregation displayed tremendous speed and power while its aerial attack clicked with devastating effectiveness. The Pine Tree boys obtained their only score late in the first period. Their shifty left half-back, Bernie Marcus, squirmed loose for a 59 yard sprint through the Violet secondary defense. The Violet hit hard and often. They scored twice in the second quarter on long runs and then scored a third time.



N. Y. U. — Carnegie Tech 25-6

With the staccato blast of the initial whistle the Violet plane took to the airways piloted by the master aerialist Ed Smith. At the controls of his bullet-like passes the Hall of Famers forged on to leave the Skiboos in a cloud of defeat. Trailing by 19 points at the half the Pittsburgh players raised Violet balloons to the soaring Violet plane . . . a symbol of surrender. New York U's passing game was flawless in the first half. Six passes were attempted and six were completed. Coach Steven's boys roled up 19 points in this half. But the bewildered Skiboos rallied in the third period and made their only touchdown. After a brief breathing spell the slashing, breath-taking attack started again. Smith got his range and threw an all-important pass to Hauser to score.

N. Y. U. — P. M. C. 33-7

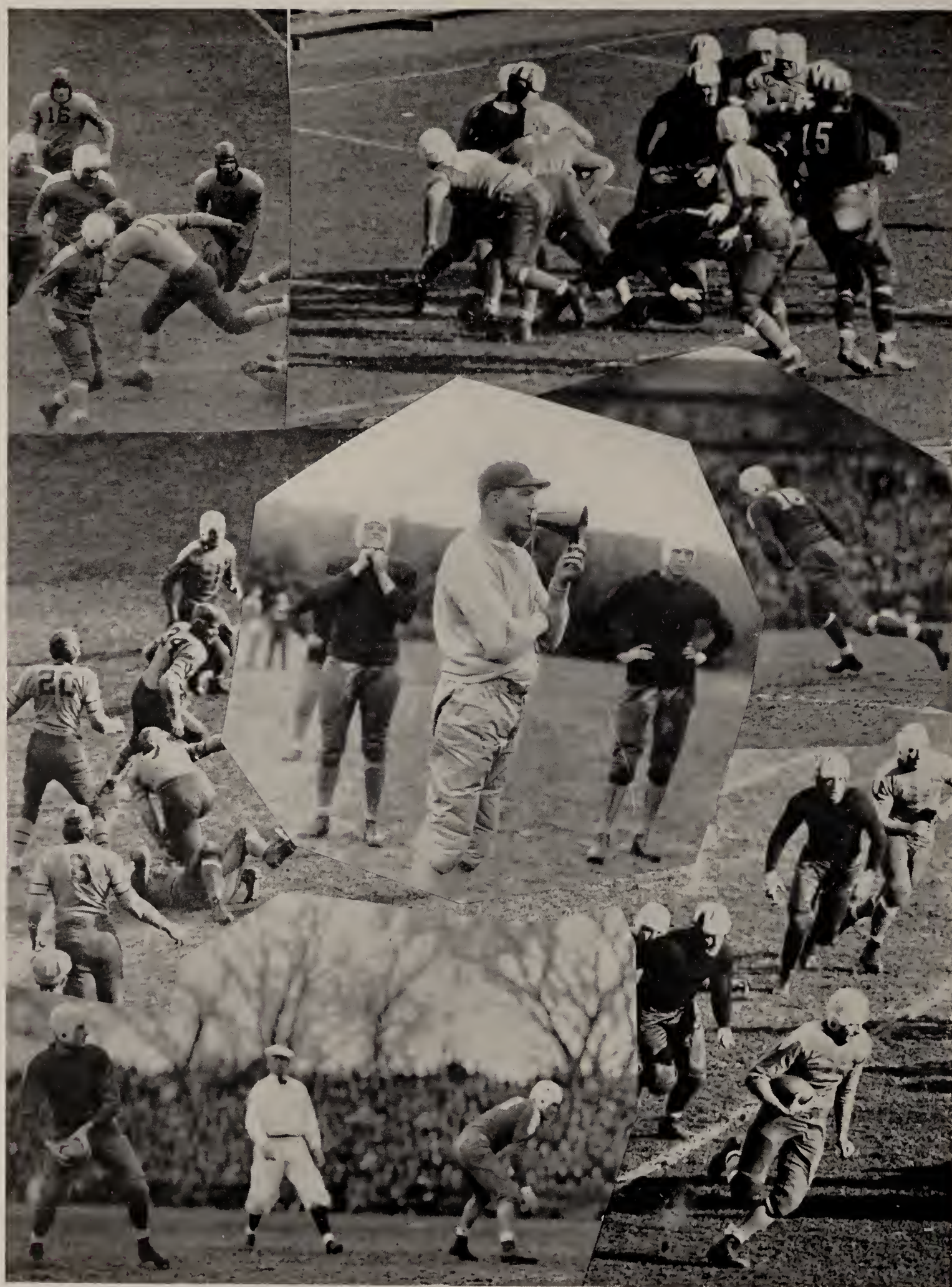
The Hall of Famers continued to act according to the theory that the fastest means of travel is through the air and travelled to a 33-7 victory over the light but game Pennsylvania Military College team. The Violets scored five touchdowns, two of which came directly from passes. Two others were scored after aerals had consumed the major portion of the distance between starting line and goal line. The fifth, tallied when a completely new team was functioning, was N. Y. U.'s only ground march.



N. Y. U. — Georgetown 7-6

A striking phenomenon of collegiate football climaxed a brilliant contest between the Violets and Georgetown. Far into the final stages of the fray, Nat Machlowitz, captain, when the Violets were trailing Georgetown by six points and when the offensive drives stopped repeatedly just as touch-

down appeared certain, took a punt just beyond midfield at the Stadium and squirmed his way through the entire Georgetown team for forty-five yards for the touchdown that tied the score. Sal Somma then place-kicked for the extra point. The Stadium was in an uproar as the oval dropped beautifully between the uprights, for that point was the narrow margin by which the Violets copped their fourth straight victory.







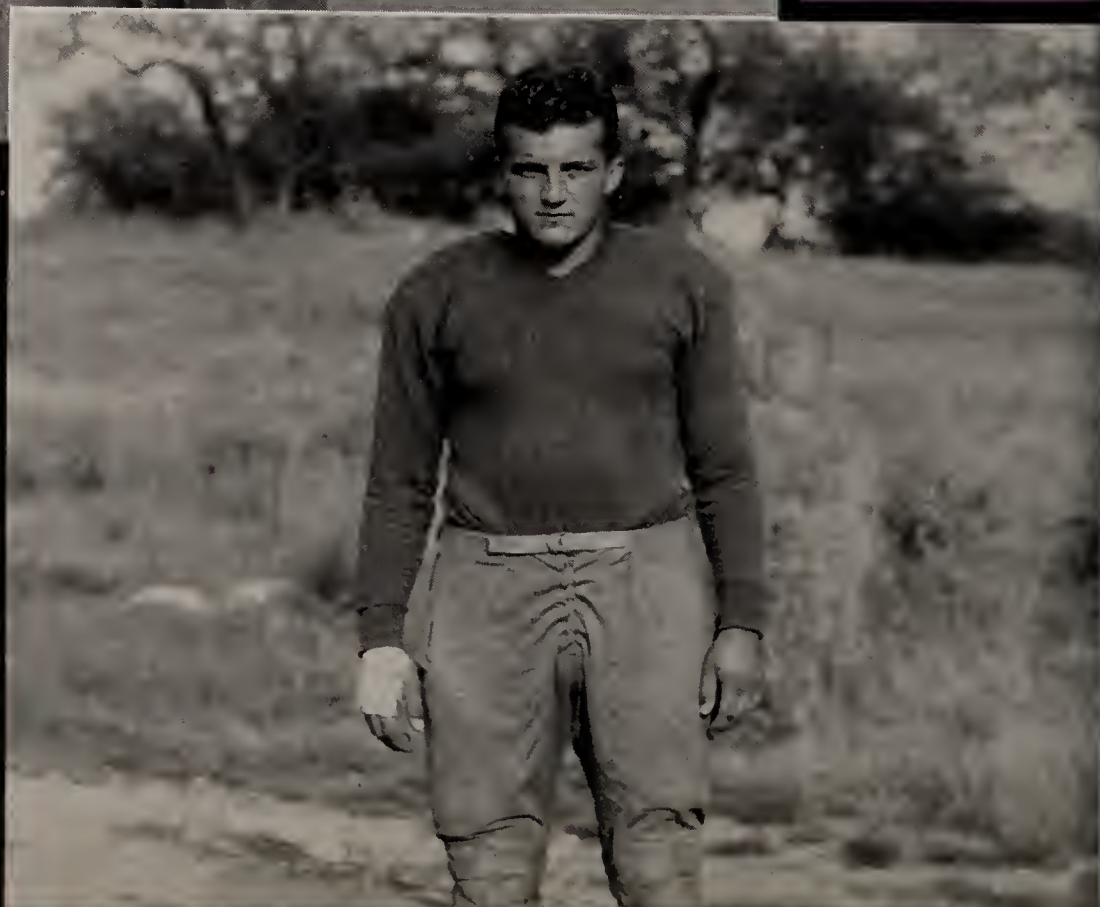
N. Y. U. — Bucknell 14-0

The hardy Violets still loomed unplucked along the rocky road where none but untied and unconquered survive. They turned back the thundering herd of Bisons by a score of 14-00 at the Yankee Stadium before 12,000 rooters. Only once did the Bisons work their way to New York's back yard. Then Stuart Smith plowed along for twenty-four yards and gave his team a first down on New York's thirty yard line. This was Bucknell's second and last first down. The Violets went forty-five yards to score in the second period.



N. Y. U. — C. C. N. Y. 45-0

The entire squad of thirty-five healthy Violets saw action against the tottering and toothless Beavers and emerged with forty-five points without a tally from the opponents. A crowd of six thousand saw the rampant Violets break through for seven touchdowns using three complete teams in the process. The Lavender threatened only once, reaching the thirty-one-yard line of N. Y. U. late in the second quarter. Starting slowly, the Violets scored only once in the opening period, but then punched across two in each of the remaining quarters for their seven touchdown spree. In the absence of its triple-threat back, Ed Smith, out because of an injury, N. Y. U.'s attack revolved about its shifty, hard-running sophomore, George Savarese.



N. Y. U. — Rutgers 48-0

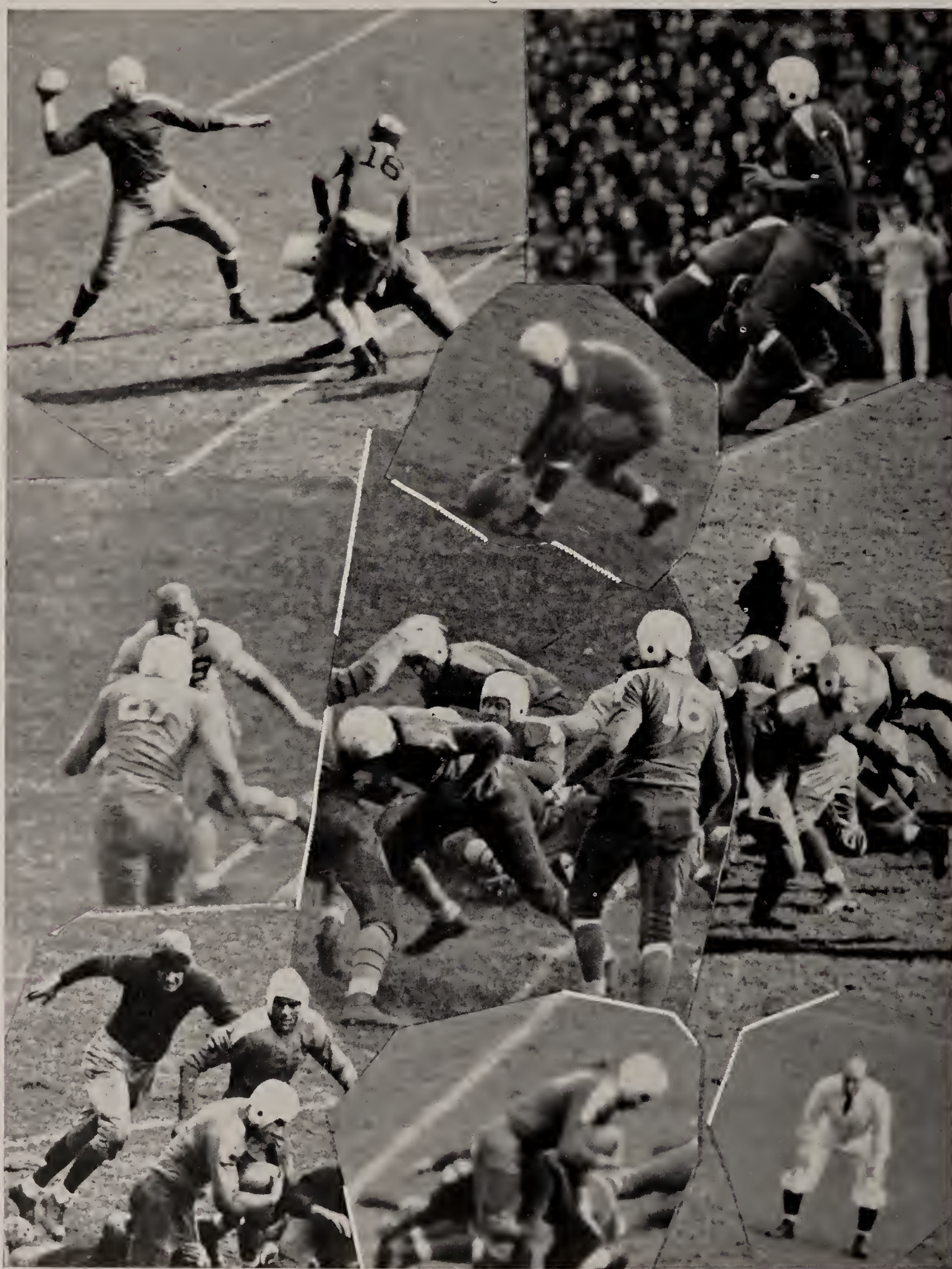
A bright, brisk November afternoon proved to be ideal for the Violet aerial attack but fatal to its Jersey rival, Rutgers, and a decisive victory of 48-0 was added to New York U's unmarred record. New York U's mighty juggernaut rolled up seven touchdowns, three extra points, and a forty-yard drop-kick for a field goal while its defenses kept the Scarlet back on its heels all afternoon. With three backs, Smith, Mandell, and Stelmach throwing, they tried eighteen passes, and of these no less than fourteen were completed to gain 220 yards.



N. Y. U. — Fordham 0-21

"California, Here We Come" was the theme song of New York University before the team met the roaring Ram of Fordham in the annual "Battle of the Bronx." On a dismal Thanksgiving Day, a record crowd of eighty thousand watched the tenth ranking team in the country tear through the weakened Violet defense

for fourteen points in the opening. The men from the Palisades started with a rush and ripped the Maroon line to pieces, but an all important fumble at a psychological moment turned the tide, and the Maroon wave engulfed the Violets. Coach Steven's boys played hard. Although Ed Smith was throwing passes with the customary accuracy, the boys did not seem to be able to hold them. The Violets battled gamely in a losing cause.



CAPT. WILLIAM RUBENSTEIN



COACH HOWARD CANN

VARSITY BASKETBALL

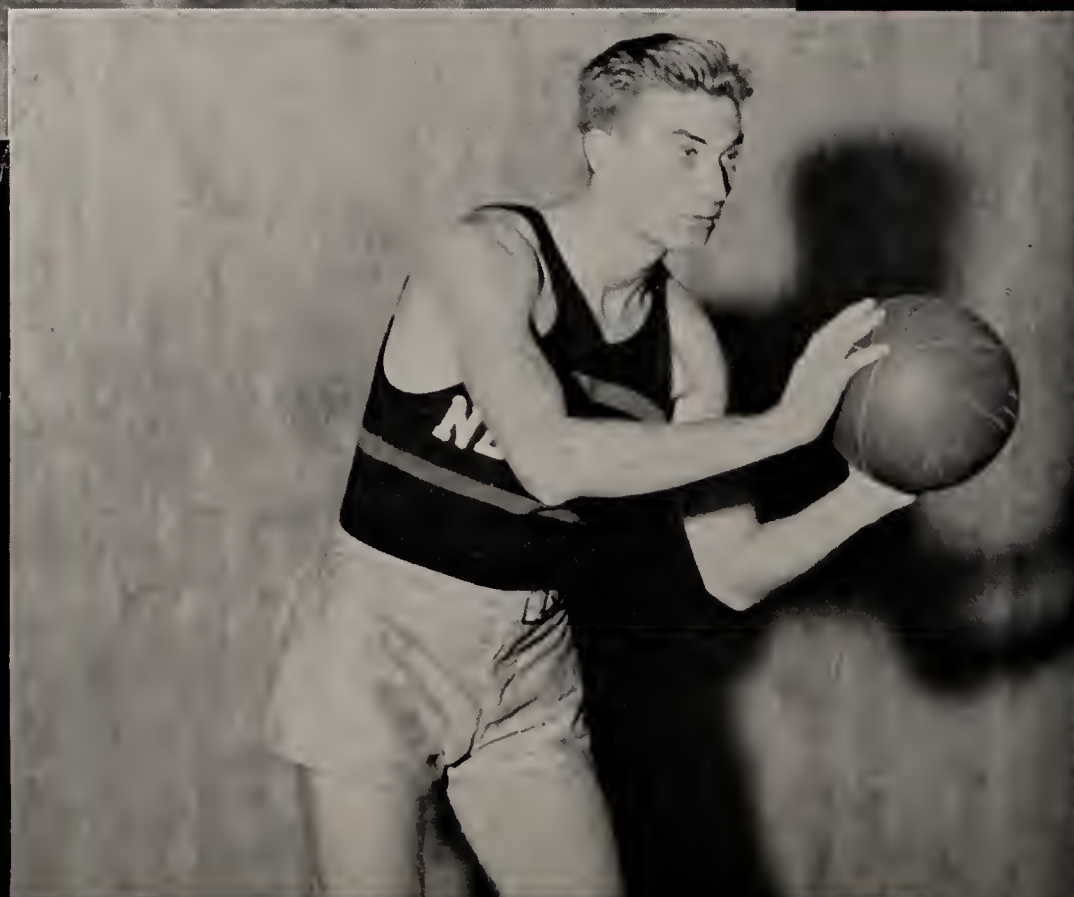


VARSITY BASKETBALL

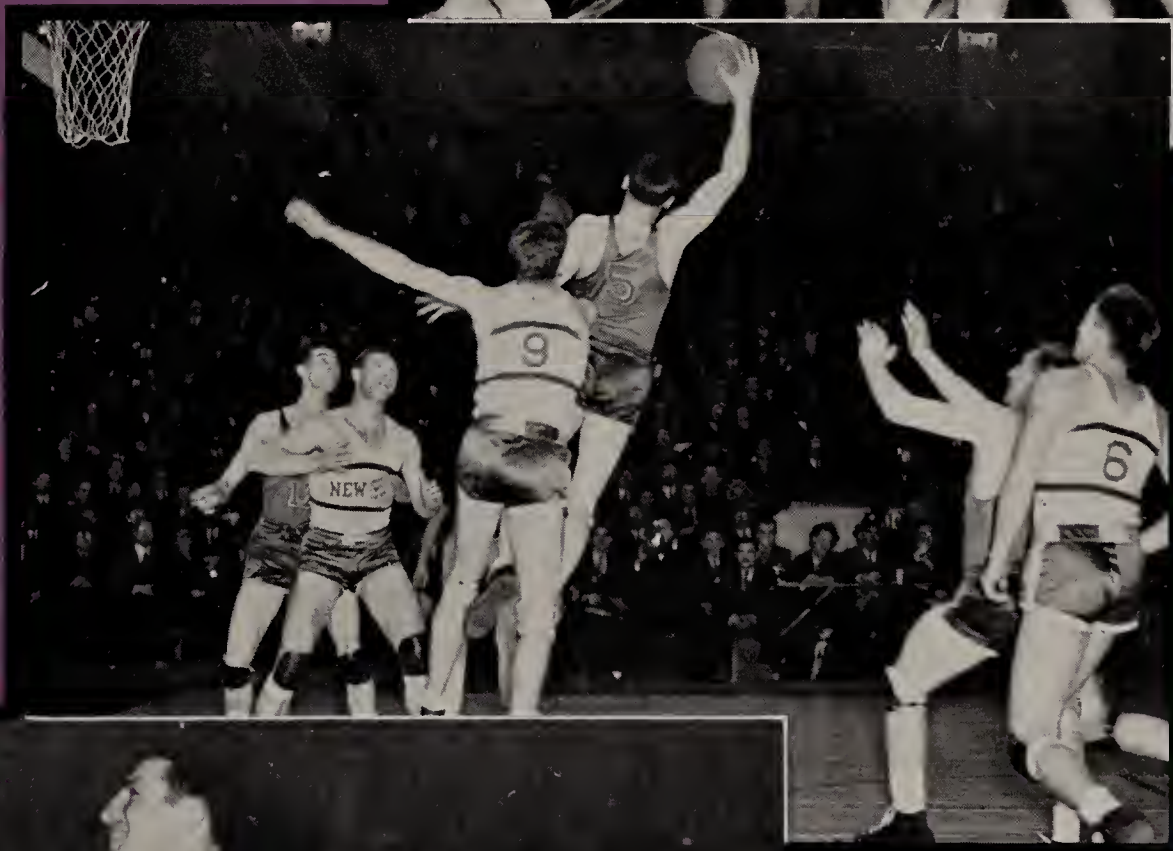
With Irving Terjesen, Bernard Carnevale, and Leonard Maidman leading the attack, the Varsity opened the season with an easy 48-22 victory over the Alumni. Scouts of California, Kentucky, Fordham, and Princeton were among the spectators as New York U. trounced St. Francis 39 to 20. California, traveling 3000 miles to play the Bombers, went down to a smashing defeat. Dartmouth, a leading contender for the Eastern Intercollegiate League Basketball championship, gave New York its 12th straight victory. The Violet eas-



ily subdued the Green by a 54 to 29 score. Thirteen almost proved a jinx for the Bombers. Brooklyn College attempted the seemingly impossible, but New York U. finally won out 33 to 25. Purdue University, co-champions of the Big Ten Conference, gave New York its biggest scare of the young season in their next start. Nine points behind in the first seven minutes of play, New York U. went ahead in the second half and later through a wild maniacal finish to defeat the Boilermakers by 43 to 41 and stretch its victory string to 14 straight. Princeton, fell in the next game at the Heights Gym by a score of 60 to 34. Madison Square Garden was the site for the Fordham game, and the Cannmen, remembering the football defeat swamped the Ram.



The Kentucky Wildcats invaded next New York City, out for revenge. New York U. completely dominated the play and swaped the Wildcats 41 to 28. Columbia, Eastern League champions, gave New York a surprise by running up a 20 to 16 lead in the first half. However, the Violet, by making good 21 foul tries, rallied in the second period to put the game on ice and extend their winning streak to 18 straight. North Carolina, Southern Conference Champions, no match for the Bombers in the feature game of another of the



Garden doubleheaders. The Tarheels, obviously scared by the huge crowd, never got going, and New York U. held a 29 to 5 advantage at the end of the first period. Removing his first-stringers, Coach Cann allowed the Southerners to make the game a contest although the Violet won out 55 to 33.

Rubenstein and Schulman led the scorers although the whole squad performed well. Mid-year examinations now were in full swing, and the University Heights team had a three week lay-off before their next Garden game with their perennial rivals, St. John's. Showing their lack of practice but proving to the nation that they were real champions, New York took an early lead, failed to score in the first 12 minutes of the second half, and then came back to nose out the Redmen 28 to 23.







Georgetown, playing an inspired game, dropped the Violet from the undefeated ranks at Washington. Leading throughout and overcoming a last half rally, the Hoyas revenged their 7 to 6 football defeat and won by a 36-34 score. The bad effects of the layoff were still with the Heightsmen and only Maidman, scoring 11 points, clicked. The following night, New York U. met Temple in the Philadelphia Arena. Favored to win because of their well-known comeback powers, the Violet assumed an 18-12 lead at half-time and then wilted in the final session to receive

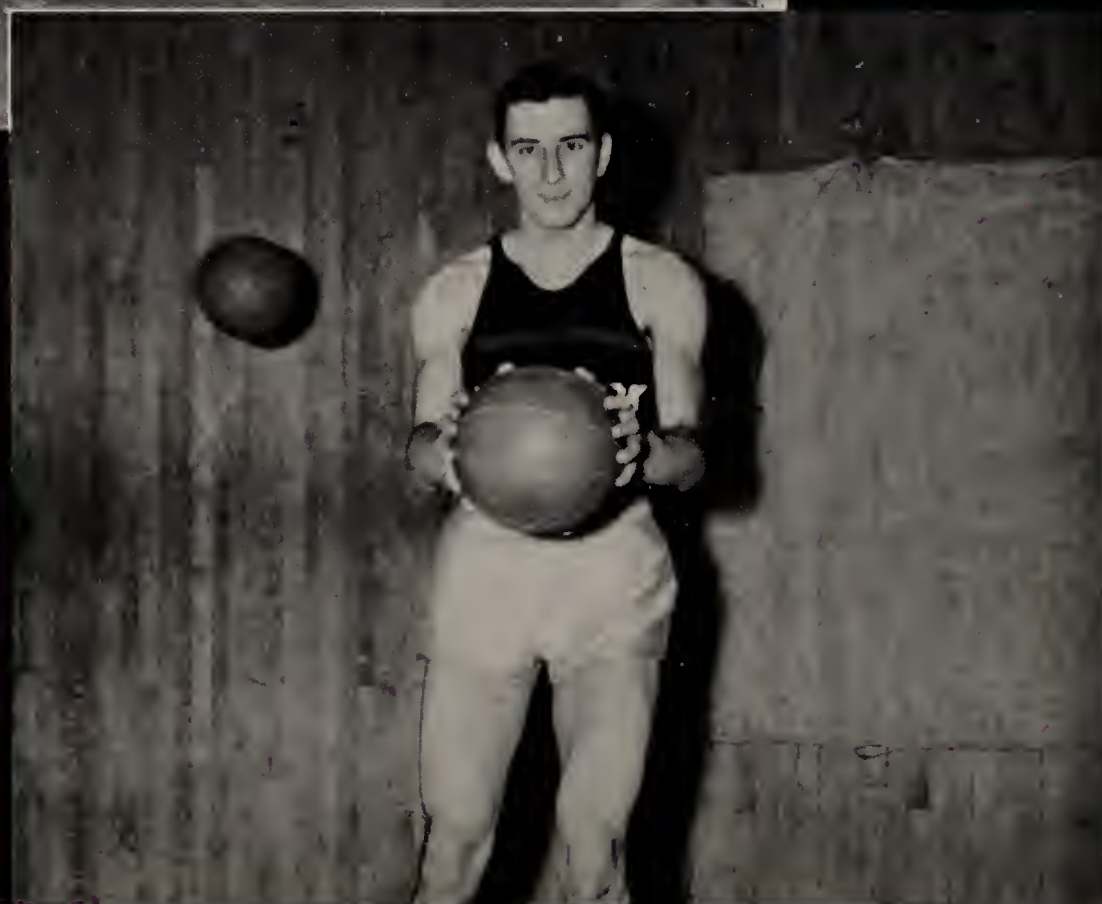


a 34-31 setback. Although outscoring the Owls from the field, the New Yorkers' inability to make good on 13 foul tries cost them the game. Rubenstein made five field goals, but his failure to sink any of his six foul goal attempts meant the difference between victory and defeat for his team.



With Rutgers serving as the opposition at the Heights Gym the Cannmen returned to form and sank the Scarlet 50 to 28. It was the 32nd straight victory for the Heightsmen on their home court. Len Maidman made 16 points for the high individual score of the night.

New York University then proceeded to show that it still could lose games and went down to its worst defeat in four years by dropping the next game at the Garden to Notre Dame by a 38 to 27



score. The Violet was never in the running, and with Notre Dame playing their best game of the year, the contest was never in doubt. Only Schulman's steady playing kept the Bombers in the game. It was New York's first loss on the Garden court since basketball became the headline attraction there.

Still priding themselves that they had yet to lose a game to a Metropolitan quintet, the Violet met Manhattan College on an off night and lost another one of their records, the Jaspers winning 36 to 26. With only ten minutes to play, Manhattan led 33 to



12. Then New York started a scoring attack, but it was too late.

Coach Cann revised his team for the second Fordham game by inserting Si Boardman and Ben Carnevale, sophomores, at the forward posts, putting Rubenstein and Schulman at the guard, and Klein at center. The revamped quintet swamped the Ram

again by a 46 to 27 count. While not up to their early season form, the Violets paced by Rubenstein, Schulman, and Carnevale led throughout and were never threatened. It marked their last home game of the year and was their 33rd consecutive victory on their home court.

City College, annual closing-game rivals, fell in the final game at the Garden by a 35 to 32 score.



CAPTAIN GEORGE EISS



COACH EMIL VON ELLING

VARSITY TRACK



VARSITY TRACK

With feet flying and arms flailing, the New York University track team met both victory and defeat during the last track campaign. As the curtain was raised on the outdoor season in 1935, the Varsity scored a 78-57 triumph over the Alumni. As the season gained momentum, the Violet placed second to Manhattan in the Metropolitan Track and Field Championships. The Violet color bearers that won first place and the city title, and help amass a sum total of $67\frac{1}{2}$ are John Kunitzky who won the 100



yard dash title. Manny Krosney spread-eagled the field to capture the 220 yard dash. Arthur Mielke floated over the 220 yard low hurdles with the greatest of ease to take a first. Joseph Podgurski and Arnold Reiners tied for first place in the broad jump. Arthur Goldberg tossed the winning throw in the hammer event. In a triangular meet with Columbia and Rutgers, the Violet garnered $72\frac{1}{2}$ points for first place, Columbia finishing second and Rutgers third with 25 points. In the outdoor I. C. A. A. A. meet N. Y. U. tied for tenth place. Kunitzky snared a third in the 100 meter dash, and a fourth in the 200 meter run. George Eiss took sixth in the 3,000 meter race. In the Yorkville Athletic League meet at the 7th Regiment Armory.

Arnold Speiser took fourth in the 1,000 yard run, in the first section. In the second section Milton Aronauer won in a blanket finish. Arnold Reiners took fourth in the first section of the 300 meter dash and Ed Boise captured first place in the second section. In the Knights of Columbus meet the freshman relay team running in an open event took first place. Stripling, Staron, Friedman, and Glass ran in that order in the 1600 meter open handicap race. Captain Sid Bernstein took third in the 600 meter handicap run.



Cohen finished first the 800 meter novice run. In the A. A. U. Track and Field Championships the Violet's 1600 meter relay team broke the world's record at Madison Square Garden. Stripling, Eisenburg, Krosney, and Bernstein ran in that order. The 2600 meter medley relay team placed fourth after leading all the way. Milton

Glass, former P. S. A. L. 440 champion, and the most promising track prospect to come under Von Elling's reins in the past few years, fell and broke his leg in the Freshman Metropolitan Mile Relay Championship race, just as he was passing Frank Slater to take the lead. Glass was carried off the floor in a stretcher to the Polyclinic. In the James E. Sullivan 1,000 handicap run Milton Aronauer, with a thirty yard handicap, won first place



CAPTAIN JESSE FURLAN



COACH WILLIAM V. McCARTHY

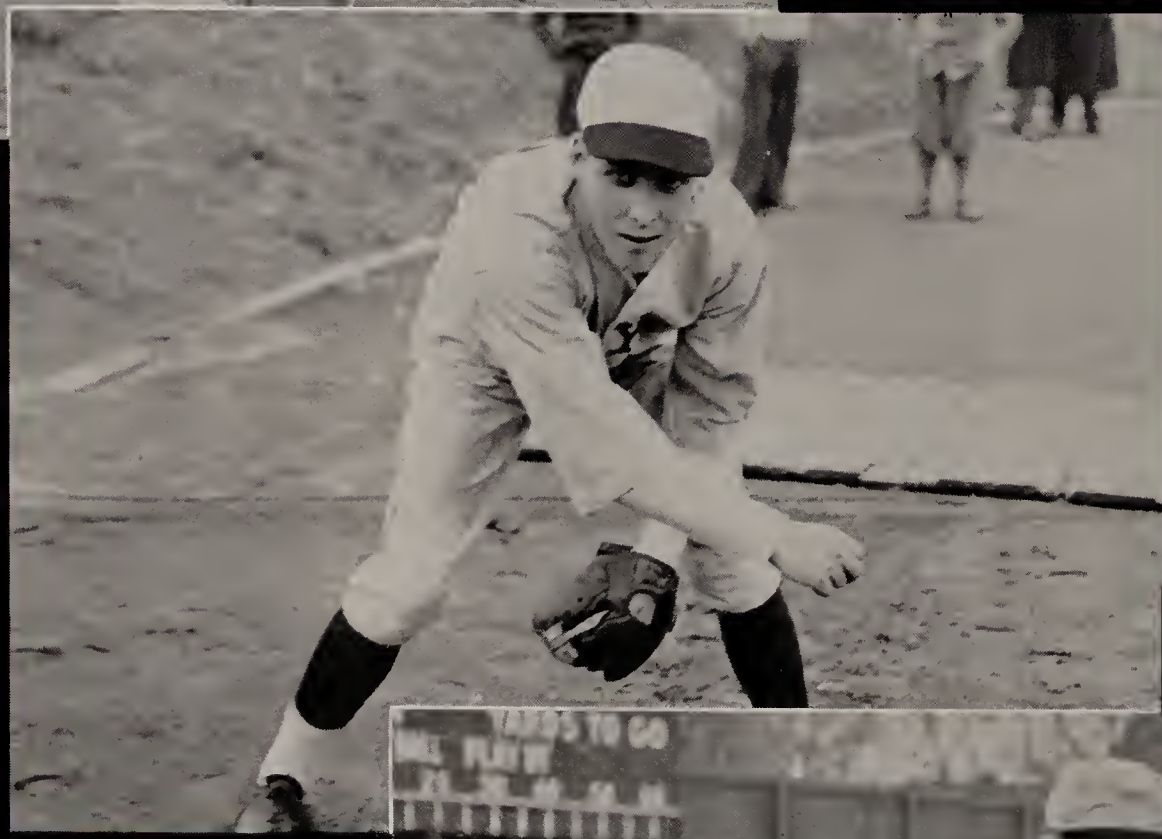
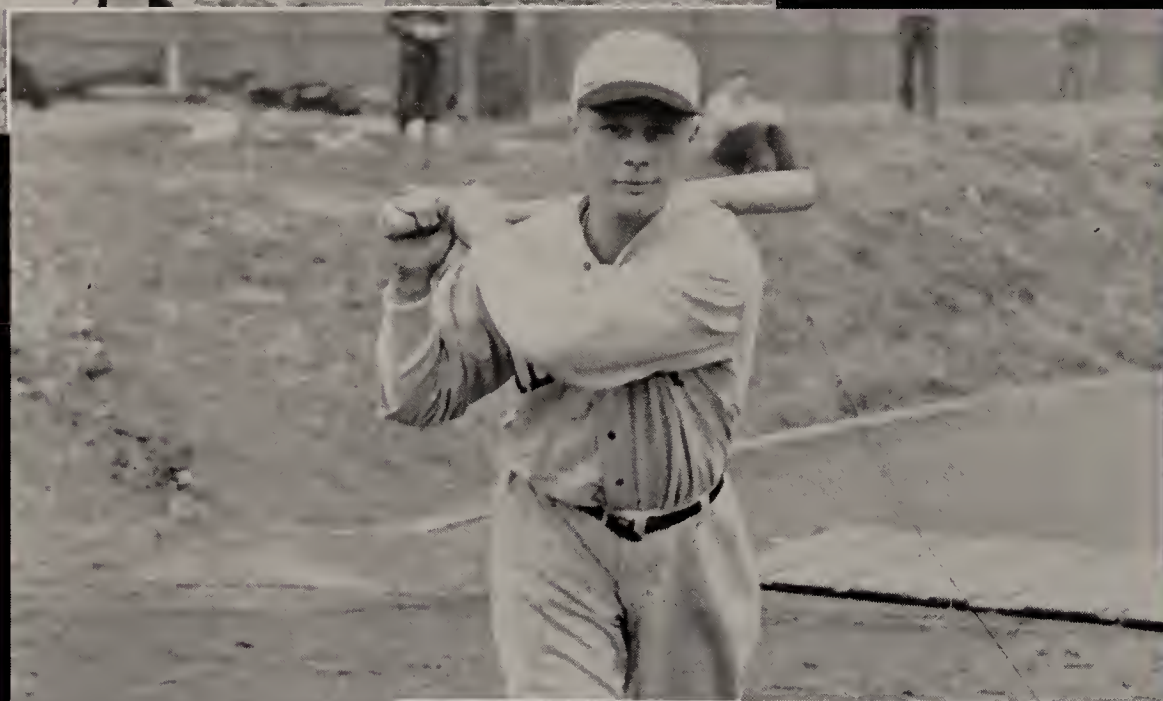
VARSITY BASEBALL



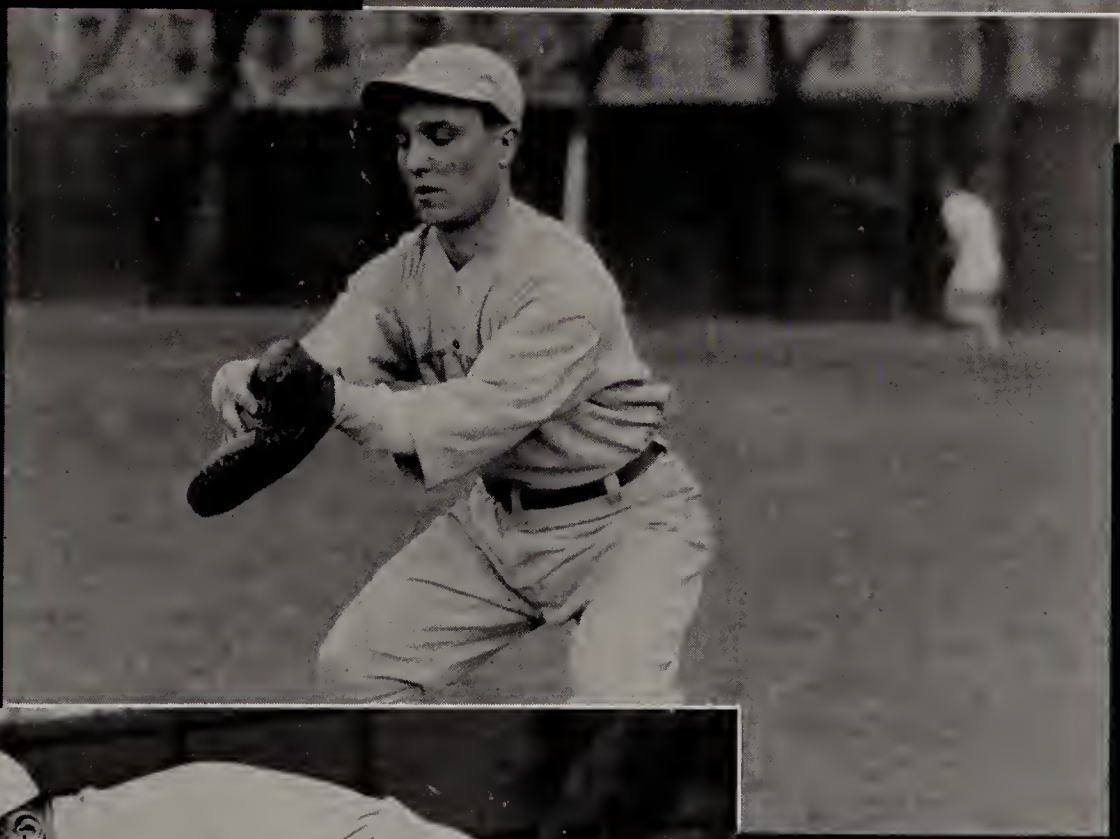
VARSITY BASEBALL

The remaining '34 lettermen comprised the nucleus about which Coach William V. McCarthy form the 1935 nine, which experienced one of the most successful seasons in Violet history, eleven victories and only five defeats. Forty-five ball players saw action in the first game against the Alumni, which New York U. won 10 to 8. In the first intercollegiate clash of the year the Violet trounced C. C. N. Y. 9-4. Wagner was outclassed 13-0 in a six-inning game. Rutgers was then conquered at New Brunswick, 8-5. Next Brooklyn College went down to a bad

7-1 defeat. On April 27 the men from the Palisades advanced to the lair of the Ram for the big game of the year against Fordham. Led by Captain Tommy O'Connor, the Violet first baseman, who connected for two homers besides a double and single, the Heights-men blasted three Fordham pitchers and won 8-5. In a last inning rally with St. John's, New York U. defeated the Redmen 4-3 for the seventh successive victory. Then New York U. was upset by Manhattan, 5-0. The Jaspers rose to unexpected heights and dropped the Violet from the undefeated class. Stung by defeat, the Hall of Famers came back to whitewash Stevens Tech 12-0 and defeat Rutgers and City College by scores of 10-6 and 8-3 respectively. Again Manhattan came to Ohio Field to triumph, 5-2. The trip to West Point brought another

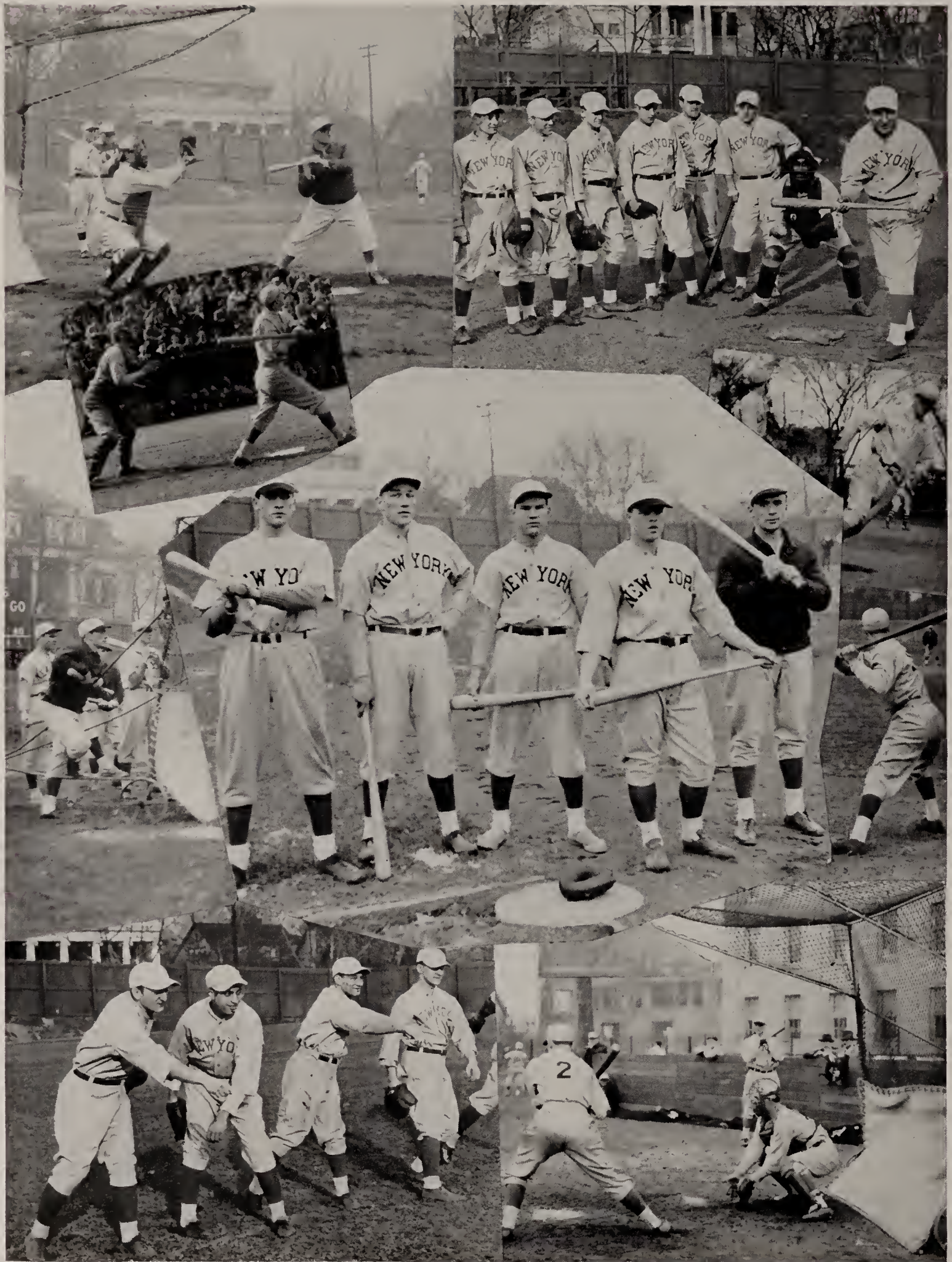


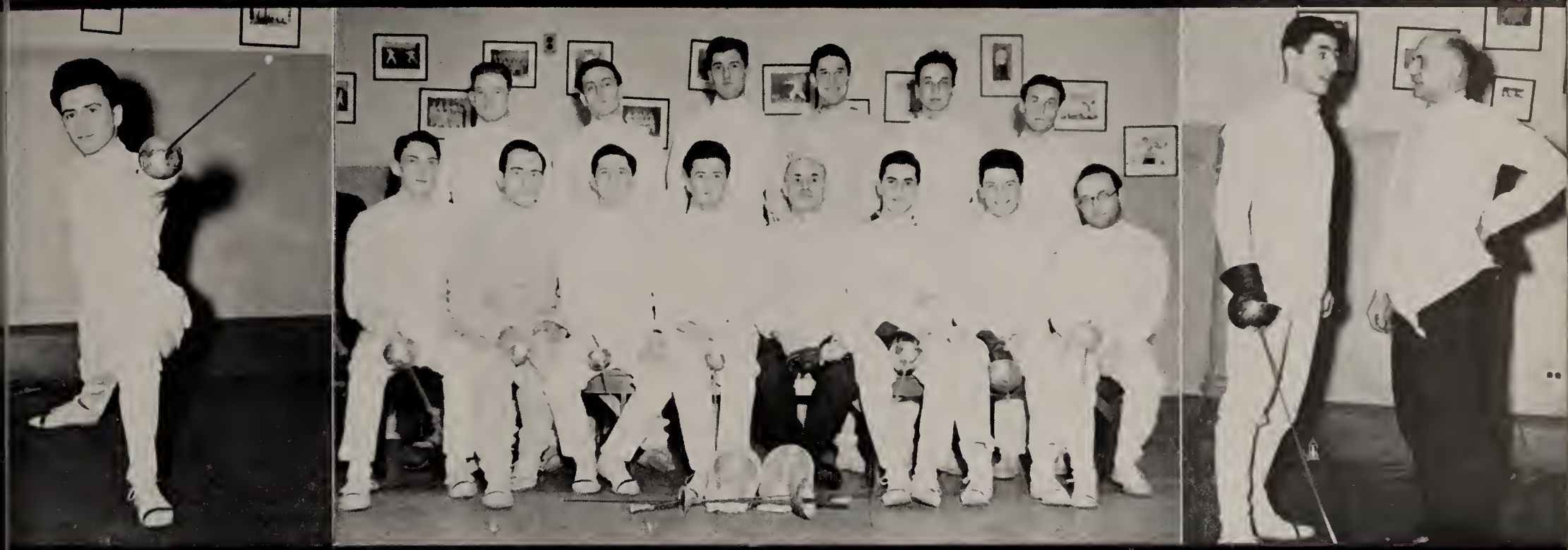
set-back, the Cadets winning 6-1. Boston was the next stop, but the aggregation was too strong and the Violets lost 5-1. The men from the Heights then journeyed up to Travers Island. The Winged Footers won 4-3. The Violet closed its year in glory by trouncing the Tiger 1-5 for the eleventh win. Shortly after the season started it seemed that the pitching job should be left for Bill "Lefty" Gottlieb. Coach McCarthy had Mike Stelmach, and Frank Fee to relieve Gottlieb, but it looked as though the hurling would be the weak spot on the nine. Then against St.



John's out at Dexter Park McCarthy sent Mike De Vita to the mound to relieve Stelmach who was being hit too often. De Vita, a senior, had been cut from the squad two seasons before. Once on the mound De Vita held the Hedmen hitless and got a bingle that sent in the winning run in the eleventh inning. Captain Tommy

O'Connor, holding down first base, avenged the two defeats Fordham had given the Violet the year before when he hit a double and two home rps against the Rams on their own field to win the game. The luminary on the squad was Joe Greenberg whose brother Hank was selected as the most valuable player in the American league last year. Joe was shortstop on the nine and one of its heaviest hitters.





VARSITY FENCING

Annexing the Intercollegiate Fencing crown, this edition of the Violets ended one of the most peculiar seasons. Though they lacked team strength in the dual meets, this group swept through the individual championships with ease.

NEW YORK University's varsity fencing team concluded its 1936 season by firmly establishing the Violet's fencing supremacy in intercollegiate competition when it easily annexed the Three-Weapon Intercollegiate Championship for the third time in four years. Led by Coach Castello the fencers went through their season with a record of five victories, three defeats, and one tie in dual meet competition.

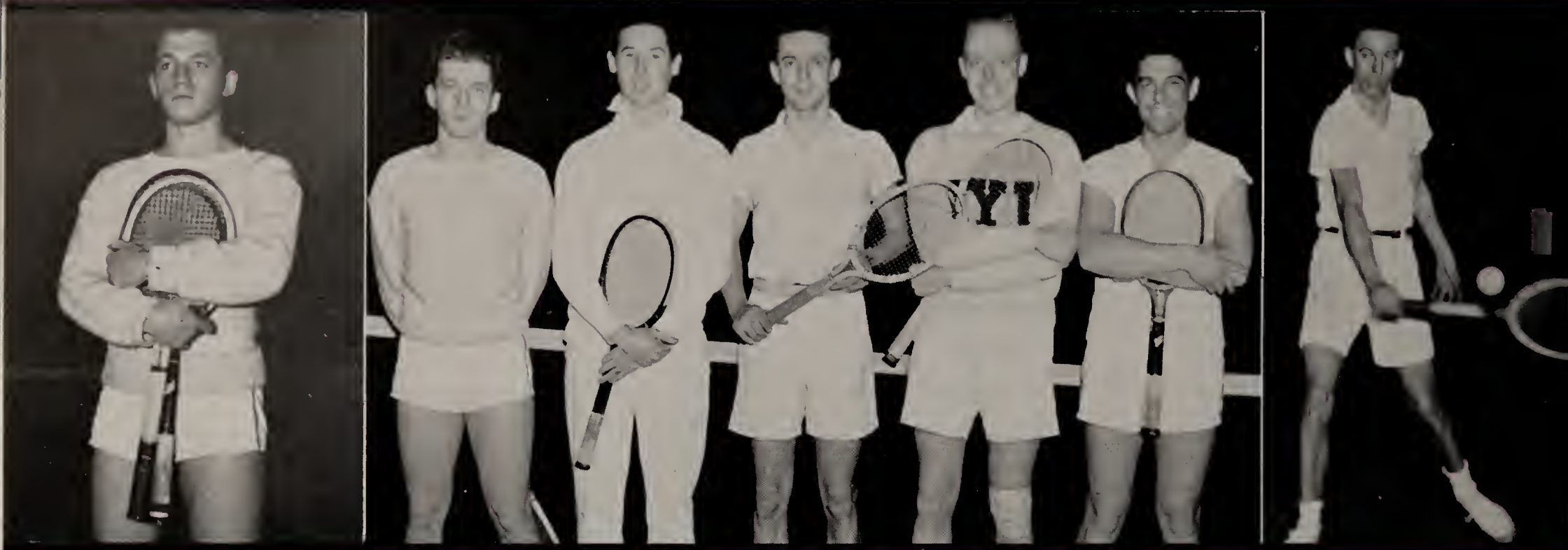
Brooklyn College was the first victim of the year, falling by a score of 24 to 3. The Violets yielded only match in each of the three weapons to the Kingsmen. Although winning in the sabre and foils matches, a three point edge in the epee matches cost New York U. its match with Yale, the Elis winning 14-13.

Navy gave the Violet its second loss by the same score, triumphing 14-13 at Annapolis. Army's strong team was next encountered at West Point and the Cadets gave the Violet Strip artists their worst defeat of the season. The final score was 11½-15½. New York U. resumed its winning ways in the next match by trouncing a weak Saltus Fencer's Club squad 21-6. Castello used most of his reserve men in this match.

The strong University Fencers' Club team composed of many former Violet stars, tied New York 13½-13½ in their annual battle. In the last three meets of the season, Columbia fell 16-11, City College was downed 17-10, and Rollins College was beaten by a 10-7 score.

New York University entered the Annual Intercollegiate Championships defending the foils championship and three-weapon crown won last year against a field of the strongest fencing teams in the East. The Violet duellers rose to unprecedented heights in the two-day meet and gained a total of 75½ points to lead Yale, the closest rival, by a margin of ten points of the three-weapon title.

In the foils team championship New York set a new record when Hugo Castello, Norman Lewis, and Murray Steyer won the Class A, B, and C individual championships and gained the Iron man trophy for the second consecutive year. The Violets won the foils team championship and placed second in the sabre and fourth in the epee team championships.



VARSITY TENNIS

The first undefeated season for a New York U. tennis squad was the record of this aggregation of racquet wielders. Two members of the squad showed considerable ability and will likely be heard of in national competition.

THE most impressive record since the 1924-25 campaign is the contribution of this year's varsity net men to the history of tennis at New York University. Coach Jerry Emerson's charges crashed through their opposition and climaxed an unbeaten season by gaining permanent possession of the Metcalfe Bowl and annexing both the New York State Indoor and Outdoor Titles.

The New York University racketeers started the season very auspiciously with a 9-0 shut-out over Long Island U. The swift forward and back shots of the Violet netmen were too much for the Long Island boys, who found themselves chasing madly over the court in a vain attempt to match their foe. In the second meet St. John's were easy prey to the fast volley of the Violet rackets and went down to an 8-1 defeat. Brooklyn College and Columbia were the next victims of the slashing racket and fast and tricky bouncing ball of the New Yorkers, and both teams suffered a 9-0 defeat. In the early stages of the Rutgers meet there were signs of competition, but as the meet progressed, the Violet men forged far into the lead and defeated Rutgers 7-2. C. C. N. Y. also went the way of previous opposition and were handed a 7-0 defeat. After trouncing Fordham, the traditional rival, in a complete shut-out 9-0, the Violet netmen closed their season triumphantly by defeating Army 7-2.

Co-captains David Geller and Ernest Koslan deserve special recognition for their brilliant performances.



VARSITY CROSS COUNTRY

Once again, Coach Emil Von Elling, the grand old man of New York U.'s track activities, produced a surprise by placing high in the national intercollegiates with his hill and dalers. Not by any means a great team but carefully trained and coached, they defeated many crack teams.

VON ELLING'S hill-an-dalers completed the 1935 campaign with a grand flourish by exceeding all expectations in the I.C.A.A.A. National Cross-country championships. Tait, the captain-elect for the 1936 season, led his teammates by finishing in a surprise twentieth position in one of the most outstanding fields ever assembled. The team finished fifth. Fifth place was really an accomplishment of no fair means considering the number of teams entered and the fact that the only teams to finish five men before the Violet were Michigan State, Manhattan, Cornell, and Pittsburgh, all champions from their respective localities.

The team opened the season at West Point with the future generals of Uncle Sam's Army as their opponents. The soldiers won, 16-39. Captain George Eiss then led the harriers to a smashing triumph over a favored Lafayette team at Easton. Lafayette fell by a 23-31 count. Columbia was the next victim to fall beneath the flying spikes of Von Elling's handicraft. The Light Blue was defeated at Van Cortlandt Park. The score: N.Y.U., 23; Columbia, 32. A powerful Rutgers aggregation was next faced on their home stamping grounds. Running over an unfamiliar course the the Violet was subdued after a bitter struggle by a 29-26 score.

On Nov. 11 the Violet garnered second place in the Metropolitan Championship race at Van Cortlandt Park. Manhattan, the winner, nosed out New York, the Violets finishing with 61 points. Captain Eiss took a disappointing third. He led all the way, but faltered coming down the half-mile home stretch.

Edgar Tait, running unattached, won the Junior Metropolitan A.A.U. Cross-country championship. Tait negotiated the four miles in the good time of 24 minutes.



VARSITY SWIMMING

New York U.'s Naids completed their most successful season in 1936. With several veterans available the Violets were well equipped to carry on a heavy schedule with success. Not a team of stars but rather a well-balanced group that consistently placed well.

THE 1935-36 Mermen completed one of the most successful campaigns in recent years with a record of five victories and three defeats.

After dropping their first two meets to Amherst and Colgate by scores of 32-39 and 31-40, respectively, the Violet swimmers took three meets in succession by defeating Manhattan 49-22, Lafayette 43-25, and St. Francis 46-25. Then they suffered their third defeat of the season at the hands of Fordham 25-43 but finished out the season in fine fashion by vanquishing C.C.N.Y. 49-26 and Carnegie Tech 45-23.

The outstanding performances of the year were given by Isaac Strauss in the fancy diving events. He captured a first place in every meet of the season and looms forth as the outstanding hope of N.Y.U. in the 1936 inter-collegiates. The relay team of Martin Barbe, Lee Rosenfeld, Herbert Glass, and Robert Hower also did some excellent work. They lost only one first place throughout the season and set a new pool record in the Carnegie Tech swim.

Other members of the squad prominent in the scoring were Lorenzo Snyder, who dove as well as swam; Frank Beyer, Robert Stack, Henry Steinbiss, and Joseph Wolkin.



VARSIITY RIFLE

New York U.'s Nimrods were the outstanding team of the year. Undeclared they carried on the splendid record set up by previous teams coached by Sargeant Wallace. As the season drew to a close, the team won the right to represent their district in the National championships.

NEW YORK University's varsity rifle team, captained by Bruce A. Buchenholz, truly deserves all the high praises and laurels that its University followers can bestow upon it. The marksmen, undefeated to the date of the Violet's deadline, have set an unprecedented record of twelve victories. The team was expertly coached, as results prove, by Sargent Fred Wallace of the Military Science Department.

Numbered among those teams which fell before the steady and accurate barrels of the Violet rifles in the Metropolitan League were St. John's U.; Brooklyn Polytechnical Institute, both Day and Night Divisions; C. C. N. Y.; and Columbia University. In non-league encounters New York University mowed down John Hopkin University, Carnegie Tech., Penn. College, University of Missouri and Gettysburg College.

New York U.'s rifle team also won the second corps area intercollegiate title and earned the right to participate in the national R. O. T. C. intercollegiate championships.

In gaining its title the Violet squad scored 7,760 points, Cornell was second with 7,720, Fordham third with 7,709, and Rutgers fourth with 7,515. Bruce A. Buchenholz, N. Y. U. captain, had the highest individual score, 787 points, and Albert J. Metlicka, also a Violet man, was second with 782 points.

The personnel of the N. Y. U. team is practically the same as that of the group which represents the school in the Metropolitan Intercollegiate League. Both are coached by Coach Fred Wallace.



VARSITY WRESTLING

Wrestling requires experience and that was the major defect of the 1936 wrestling squad at New York U. Every team was far ahead in experience and, though the boys in Violet did their best, they were not equipped to cope with their superior opponents.

WRESTLING, latest addition to New York University's athletic teams, completed its second season under great handicaps. The schedule consisted of five meets with Lafayette, Yale, Brooklyn Poly, Brooklyn College, and the College of the City of New York.

The grapplers opened their season against Lafayette, but experience proved the dominant factor, and the Eastoners won by an 11-26 score. New York traveled to New Haven to meet Yale, one of the strongest teams in the East, and were whitewashed 34-0 for the second time in the history of the sport at New York University. Brooklyn Polytechnic Institute, revenging last year's defeat at the hands of the Violet matmen, gave the Hall of Famers their third defeat of the season. Brooklyn won 23-11.

Injuries, which had been the bugaboo of the squad for the entire season, were now so aggravated that the team was badly handicapped. As a result, Coach Charles B. Cranford, to avoid using inexperienced men, canceled the remaining two meets against Brooklyn College and C.C.N.Y.

Lack of sufficient material and inexperience seem to have been the outstanding reason for the collapse of the team this year. Coach Cranford had only four returning letter men from last year to build his team around. Jack Begelman, Charles Sharpe, Irving Glasser, and Jack Lewin were the veterans who returned. The remainder of the squad consisted of J. Gersoni, A. Rakoff, T. Struhl, L. Jacob, M. Grantz, J. Bader, and F. Fiore.

Fred Fiore, Irv Glasser, and Jack Levin were the stars of the team, winning a majority of their matches against opponents. Fiore, a sophomore, especially shone, replacing Jack Begelman, veteran of two year's standing in the heavyweight division. Begelman captained the team for the second year, while Leo Wasser was manager and Charles B. Cranford, coach.



PALISADES LACROSSE CLUB

An inexperienced but game team, the men fought to the very end despite the discouraging outlook. Lack of good equipment, proper training facilities, practice grounds, and all that goes with a sport such as lacrosse did not dull the spirit of the boys that played for me. I am as proud of this team as of any varsity I ever coached.

A SMALL group of hardy young men who were determined to keep lacrosse an active sport at New York U. formed an unofficial club team to represent the Violet. Led by two veterans of the last varsity, Albert Brisotti, Jr., and Kingsley Jones, this team made a fine showing despite the handicaps under which it played.

The opening game of the season against Savage Institute, a supposed set-up, turned into a ding-dong battle, with first one team and then the other taking the lead. Shortly after the face-off Brisotti, ably heading the attack, crashed through the defense and slammed a fast shot past the goalie. Savage quickly retaliated with a withering attack upon the Palisades goal and netted two goals. With the score 2-1 against them at half-time the club men went to work in earnest and rang up two more markers, while Jones kept the Palisades net clear till the final whistle brought a 3-2 victory.

Following this first victory, the club men swept through the Lehigh Lacrosse club to a 5-0 triumph. With Al Brisotti and Spero doing the heavy work of scoring the Palisades team easily outclassed the Bethlehemites. Once again Casey Jones was the bulwark of the defense, this time ably assisted by Don Halliday.

A trip to Lafayette next brought disaster. Lack of practice was beginning to take its toll, and the Violet representatives went down to a 12-to-1 defeat. What might have been a closer contest was hopelessly lost when, with the score only 2-1 against them, Jones, the only experienced goalie, was injured.

The season closed with another crushing defeat by the New York Lacrosse club. Hampered by injuries and minus several key men, the clubmen put up a hard fight but lacked the experience to cope with the New York team.





FRESHMAN FOOTBALL

This season's team, while lacking to some extent as much experience as former teams, will send up several excellent candidates for the varsity next fall . . . in one or two cases the men should make the starting lineup for the Violet team.

AS a result of a long and strenuous practice during the warm, early autumn with new material, Coach Archie Roberts produced a strong and capable team from an aggregation of some fifty stalwart first-year men.

In the initial contest of the season the Violet Freshmen were easy victors over a less competent team, Milford School, and won by a comfortable margin, 20-6. During the early stages of the contest Ericson carried the ball with varsity technique and was aided by the formidable line. In the second game the first-year New Yorkers were made to bow before the traditional rival, the first-year Ram team, by a score of 18-6. The Fordham starters registered three times in the initial half, when they recovered two blocked kicks and took advantage of another bad punt. In the third encounter the Rutgers yearlings were unable to display the predicted keen competition. Following the strategy of their varsity brothers, the Violet Freshmen were successful in their aerial attack, and the Jersey team went down to a 32-0 defeat. The Violet beginners brought their season to a brilliant close by defeating the Bergen county Junior College team by the score of 39-7. The Bergen County team proved to be an easy foe for the first-year men, who rode rough-shod over their Jersey opponents.

Several promising players were brought to light during the season and will in all probability be groomed for varsity material by Coach Stevens next year. Gene Calsen, brother of Marty, star varsity guard, showed up well in Freshman competition at an end position. Lou Ericson, a back, performed in fine style all season, and it is possible that Coach Stevens will convert him into a lineman when he starts to build a forward wall next season. Harry Mazzei, an expert ball totter, who starred this year in all Freshman competition, will be available next year.

Among the others coming up from the Freshman squad who will most likely come under the tutelage of Coach Stevens in Spring practice will be Harry Shorten, Dave Littlefield, Morris Vogel, Seymour Rosenblatt, and Ralph Kaplan.



FRESHMAN BASKETBALL

While the '36 edition of the Freshman basketball team was not the unconquered team of the past, it displayed consistently sound ball. Though each man was not brilliant, several men showed great promise and should help to fill the gaps in the Varsity lineup for next year.

THE New York University freshman quintet opened its 1935-36 campaign in true varsity style by defeating its first opponent, the St. Francis yearlings, 25-16. The victors, paced by Dan Dowd, who tallied nine points, led at half 17-6. The second game proved no harder than the first for the Violets, and they subdued the DeWitt Clinton High School, 34-20. Littlefield was high scorer with eleven points. In the next fray the Violet yearlings met Groton High School and showed their superiority by a score of 37-27. The N.Y.U. freshman quintet then scored a close victory over the Kips Bay Boys Club, 28-24. Both teams played with equal skill, and either team seemed sure of the victory throughout the game.

The Violet first year men increased their winning streak to five games by defeating Yonkers High School team in a closely fought contest by 25-23.

The Cann aggregation travelled to West Point to receive their first set-back at the hands of the Army Plebes; the score was 44-32. The losing streak continued and they again met defeat, this time by St. John's freshman team, with the score 30-31. In the next contest the N.Y.U. '39 men staged a comeback by trouncing the Manhattan freshmen, 44-27. The first-year Ram men were next to hand the new Violets a defeat, 25-32.

The Violets completely smothered the weaker Nassau team by the decisive score of 74-28. Bergen County Junior College five were the next victims of the Hall of Famers by a comfortable score of 24-15. New York University's freshman basketball team closed its season by defeating the C.C.N.Y. '39 quintet, 35-29. It was the Violet's tenth victory in thirteen games. Ed Williams, N.Y.U.'s center, won individual scoring honors with nine points.



FRESHMAN TRACK AND CROSS COUNTRY

Lack of experienced runners proved too great a handicap to the freshman track squads this year. Early defeats shook their confidence and it was not until the end of the season that the men began to find themselves. Some of the men should be good material for next year's Varsity.

NEW YORK UNIVERSITY'S Freshman track team of the 1934-35 season revealed many potential candidates for varsity track in the years to come. The team opened against Evander High School, absorbing a 63-32 shellacking. Columbia Freshman then swamped Von Elling's cinder-path men, 89-28. Clinton High School administered another setback, 77½-55½. Von Elling's coaching then took effect as the team hit mid-season stride. It trampled the Rutgers Freshman after a difficult struggle, 66½-55½. City College fell in an 80½-36½ trouncing to lower the curtain on a mediocre season.

Wakmen Wilson is a smooth long-striding chap, who does the hurdles and quarter-mile in equally good time. John Perry is a miler of merit. Milton Cohen is a broad-jumper who showed consistent good form. Lean, rangy Glucker has been adding inches to his record in the high jump and should soon be a high jumper of nation ranking. Ed Stripling, a versatile middle-distance runner, is the boy who was the principal star of the freshman aggregation. He augers well to run off with many titles before his graduation three years hence. "Von" is putting much faith in this boy to pick up in his varsity career where he left off this year.

Beset with inclement weather throughout the entire training period, Von Elling accomplished a superb coaching performance in training a mediocre squad of Leather Lunged Warriors of the hill and dale. The freshman cross-country team was at a net low in talent. Notwithstanding, "Von" coached these boys into a fairly successful season. At Easton the Lafayette Freshman fell before a 17-38 onslaught. The tables were reversed a week later at Van Cortlandt Park when a strong Morris High School contingent ran rough-shod over our boys to the tune of 18-37.

The Columbia Freshman were next met and conquered in a close battle, 27-28, at Van Cortlandt Park. The last dual meet of the 1935 campaign brought a hard defeat at the hands of a great Rutgers Freshman team, 25-30.



FRESHMAN FENCING

The Violet yearlings were a tribute to Coach Castello's art. A well coached and well balanced aggregation, the frosh fencers more than earned their unconquered record and the future of several of the men of the squad is very prosperous looking. Good replacements for the Varsity will be available from this group.

THE New York University freshman fencing team completed one of the most successful season in the history of the sport at the University. Coached by J. Martinez Castello, the frosh fencers met six opponents in dual matches and closed their season by competing in the Freshman Intercollegiate Foils Competition at the Fencers Club.

The success of this team coupled with the victory of the varsity squad in the Intercollegiate Three-Weapon Championships augurs well for future Violet swordsmen. With the reinforcements coming up from the Class of '39 plus the material still available from the varsity for next year, New York University seems fated to continue to hold sway over their intercollegiate fencing rivals.

Yale University freshman fencers were met in the opening encounter of the season at Washington Square. The Violet yearlings gave a convincing demonstration of the art of duelling and scored a 15-12 victory over the sons of Eli. James Castello, younger son of the Violet mentor, starred for the freshmen.

New York University next traveled to Annapolis to meet the Naval Academy plebes. In the face of stiff opposition from the Navy yearlings, the Hall of Famers came through for their second victory, winning 15 $\frac{1}{4}$ -11 $\frac{1}{2}$.

Riverdale, New York, was the next stop on the schedule, and the freshmen added the Riverdale Country School to their list of victims. Playing their next three matches away, the Violet frosh defeated the Boys' Club, Columbia University Freshmen, and the West Side Y. M. C. A. in that order to close their season without a defeat.

Undefeated during the season, the freshmen entered the Freshman Intercollegiate Foils Competition at the Fencers Club favorites to win the championship, and although no New York University man won an individual title, the team took the team trophy to add to New York University's triumphs on the mat this year.

Members of the first team are: James Castello, Louis Shaff, Archibald Ignatow, Benjamin Suchoff, and Felix Feldman. Varsity Coach Castello again tutored the squad in the fundamentals of the sport.



FRESHMAN BASEBALL

Lacking pitching material, the Violet yearlings were greatly handicapped. Despite this, the boys did very well and toward the end of the season a marked improvement was noticeable. Every one was given a chance and some of the men may, with additional experience, develop into Varsity material.

ON a warm Spring afternoon the Freshman baseball team opened its 1935 season with a 3-to-1 victory over the James Monroe High School of New York City at Ohio Field. Grandel, the Violet pitcher, hit a triple with three men on the bases in the third inning to drive in all of the Violet's runs and then held the school-boys to register the initial victory.

After this impressive start dire things began to happen, and the yearlings dropped five straight decisions. The heavy-hitting High School of Commerce team began the downfall by blasting the three freshmen hurlers at will for nine innings. At their first game away from home the first year men dropped a hard contest to the Theodore Roosevelt High School varsity by 8 to 6. In this game the Roosevelt hurlers were at top form and struck out twelve Frosh batsmen. The Newton High School nine made it three losses in a row by winning out in a close game the following week.

In their first taste of collegiate competition, the Freshmen fared badly and lost to powerful St. John's and Fordham Freshmen on successive days. The season ended, however, as it had begun, with an inspired victory over the P.S.A.L. Champions, Evander Childs High School. Once more, as in the first game, the pitcher was the hero. A six-run rally in the third inning was featured by hurler Fred Fiore's four-bagger with two men on the bases. The final score was close, 9 to 8.

Throughout the season, the stick work of Dunny, Greibel, and Rowan was outstanding for the Violet.



CO-ED HOCKEY

A team composed of many inexperienced players who tried hard. A slow start brought early defeats, but as the individuals gained experience better teamwork was evident and the group played some excellent games at the end of the season. Coach Froatz deserves high praise for her work in developing the team.

NEW YORK UNIVERSITY'S co-ed hockey team concluded its season by swamping the Fieldston School outfit, 5 to 1, at Prospect Park. The record of the squad for the year was 4 victories, 1 tie, and 2 defeats.

Although the team lacked veterans and was built around a number of newcomers, it proved a good one. Adverse weather conditions during most of the games played at Prospect Park in Brooklyn hampered the squad but the co-eds managed to compete on even terms against the majority of their opponents.

The girls started slowly but spurred on by defeats in the earlier part of the season and aided by gaining experience as the year went on they showed their ability by winning four consecutive games as the schedule drew to a close.

Rhode Island State gave the Violettes their first defeat in the opening game by a 4-1 score. The next day Connecticut State was tied 3-3 in a hard-fought game. The following week, playing against Beaver College, the co-eds received their second and last defeat of the year. The Beaver College girls, more experienced and showing a vast superiority in team-work, rode over the Violettes by a 6-1 score.

After this encounter the co-eds began to improve and in a return game whitewashed Connecticut State College 3-0. The next week the girls from William and Mary College were outclassed by a 7-0 score. The co-eds registered their third win of the season by swamping their college-mates of Nassau College, 7-0. It was the highest score that they ran up during the entire season, and the game showed the vast improvement the squad had made since the beginning of the season and presaged a successful year in 1936. The victory over the Fieldston School outfit ended the season and gave the co-eds their fourth win.

The squad coached by Miss Froatz was led by Margaret Schlichting, captain, one of the few veterans returning from last year.



CO-ED SWIMMING

The '36 edition of New York U.'s Co-Ed Swimming team showed the necessary ability and typical courage of all Violet teams to carry on the excellent records made by the Hall of Famers in past years. Not a great team but a representative one.

IN the first meet of the season, New York University's mermaids turned back the Savage School of Physical Education with a tally of 32-21.

Coach Frances Froatz's charges carried on with another victory over the Posse School in Boston, winning with a score of 30-23.

The encounter with Peoples Palace Club ended in favor of the co-eds 27-26, after a finely contested meet.

New York University's Violettes were again victorious when they met Hunter College. The score of 30-23 was added to their long list of victories.

Last season's record showed three meets won and one lost.

In the eleven-year history of the sport at New York University, the co-ed swimmers have scored 47 victories and met with defeat only 6 times. Temple University's strong teams won three engagements in a row in the 1926 and 1927 seasons. The Violet girls went through the next five seasons of Intercollegiate competition without a single defeat to mar their record.

Squad: Captain, Dorothy Jung; Constance Hanf, Helen Locus, Dorothy Lubin, Anita Davis, and Janice Lifson.

Janice Lifson is the Metropolitan Area Diving Champion. She is a possible Olympic Champion.



CO-ED BASKETBALL

Coach Foley once again produced one of her highly successful teams. The '36 team was a hard-fighting, aggressive and courageous aggregation that swept through a difficult schedule with but a lone defeat. Congratulations to Coach Foley and her team.

THE co-ed basketeurs under the direction of Coach Esther Foley opened the season with a game against Brooklyn College. It was the first and only one lost during the year as the team scored eight victories.

Miss Helen Locus, New York University's veteran forward, led the victors' scoring attack against Connecticut State College by tallying 13 points mainly through her ability to make spectacular shots from any point on the floor. The Violet team achieved a high-powered first victory of the season by downing the New England players, 22-18.

New College of Columbia University was overwhelmed, 28-21. University of Baltimore fell victims to a savage attack when the co-eds scored 34 points against 16.

Continuing a successful season, the Hall of Famers vanquished the St. Joseph's College girls, 39-16. Wagner College was overwhelmed by a 50-point margin. Representatives from the East Stroudsburg Teachers' College were defeated 12-10.

New York University's co-ed hoopters won the final game of the season when they defeated the Hunter College sextette, 39-21. Doris Palmer led the scoring with 10 field goals and 3 fouls for a total of 23 points.



CO-ED FENCING

Co-Ed fencing, the women's sport that has achieved the greatest success of Co-Ed teams at New York U. by winning four out of seven national titles, continued their triumphal march through 1936. Coach Julia Jones once again turned out a championship aggregation.

NEW YORK UNIVERSITY'S co-ed fencing team has shown its power by holding the team title of the Intercollegiate Women's Fencing Association for four out of seven championship tournaments. It held the individual championship three times. The veterans are to compete in the eighth annual tournament against Hunter College this season.

Miss Julia Jones, former Intercollegiate champion and violet ex-captain, is coaching at New York University for the fifth year.

The team opened the season with a defeat to the Waverly Fencers' Club composed of New York University Fencing Graduates. The score was 7-2.

Goaded on by this defeat, the Violettes won against William and Mary, 6-3, with Dorothy Grimmelman as star fencer. By winning both of her matches she gave the team its lead.

Cornell bowed to the co-eds, 7-2. The schedule for the season will be complete after four more matches.

The Misses Simone Abbate and Ruth Horowitz, co-captains, head the veterans competing for positions on the 1936 team, with Mary Ann Harris as the manager. Dorothy Grimmelman, Eleanor Weinberger, F. Elizabeth Douglas, and Kathryn Brennan complete the first squad.

Last season the Violet co-eds dropped their first three dual matches, but came back later to score three consecutive victories in the remaining engagements.



CO-ED TENNIS

Co-Ed Tennis, never a strong sport at New York U., was very active in 1935 and the girls who represented the Violet displayed considerable talent. Lack of adequate practice facilities hampered the team, yet their short season might well be called successful.

FOR four years New York University's co-ed Tennis team has been victorious against Fieldston School.

Isabelle Hogan and Georgine Collier, second and third singles, respectively, had little difficulty in winning their matches. Margaret Schlichting, first single, lost her match, the first team of doubles won, and the second team lost, ending the game 3-2 in favor of the New York University co-eds.

William and Mary proved a strong opponent, and although Isabelle Hogan and Georgine Collier won their single matches, Margaret Schlichting and both double teams lost. The co-eds were defeated 2-3.

The next match was scheduled against New College. The first singles match raged for two hours. The first set was won by Addie Morris, and the other two were lost. Addie Morris and Margaret Schlichting paired together as first doubles team and won. The other doubles made up of Katherine Kelly and Isabelle Hogan also won. This victory gave New York University 3 to 2 for New College.

On May 17, the team met Hunter College and staged a brilliant game, emerging victors with a score of 4-1. Both doubles won easily, and Addie Morris and Isabelle Hogan won the first and third singles.

Addie Morris, Margaret Schlichting, and Isabelle Hogan, the three singles in the Brooklyn College match, won easily, but both doubles lost in the stirring last game of the season. The Violet co-eds added another victory for the season with only one defeat.

Addie Morris proved herself one of the smoothest and most consistent players on the team.

Team: Captain, Margaret Schlichting; Manager, Ada Rosenhouse; Isabelle Hogan, Georgine Collier, Katherine Kelly, Henrietta Gerken, Constance Hanf, and Addie Morris.





INTRAMURALS

Once again Professor Wall arranged an interesting program of intra-murals for all. Despite a lack of adequate space there were activities for all.

ALL COMMERCE BASKETBALL

THE All Commerce Basketball Team, champions for the University for two years, lost the honor this season by being defeated in a play-off of all University Champions by Washington Square College. With the starting line-up was included four of the "Champion Senior Five" of the Commerce League. The boys from Commerce easily defeated their opponents.

Outstanding players on the Commerce Team were: Captain Stan Strock, Sal Shooks, Stan Wasser, Gus Cohen, Paul Chirko, Paul Weissman, Julian Hauser, Al Slabodin, Irv Bottner, Gil Dvoritz. Carl Beer was manager.

Stan Wasser was the high scorer of the "All University League" with 84 points, averaging 10 points per game.

In the final game for the University, between Commerce and Washington Square College, Commerce led throughout the first half, but with Captain Stan Strock and Paul Weissman ruled out of the fray on personal fouls, the Commerce five lost much of its former pep. In the third and last quarter the "Square" boys came through to barely defeat the fighting "Commerce Cagers" in the last ten seconds. The game lost the Commerce streak of being champions for two years.

SENIOR BASKETBALL

ALL-UNIVERSITY champions for two years and undefeated in sixteen gruelling encounters is the record this truly amazing Senior team leaves this June.

This quintet, which so ably represented the Class of '36, was no ordinary one. It possessed every requisite of a championship team; height, speed, deception, stamina, and, above all, a fighting class spirit.



Built on a firm foundation of teamwork, the group had no individual "stars" to destroy the precision of its playing. Each game found a different member of the team leading the scorers. Most of the goals were scored through the medium of set plays, by which any player might be shaken loose for a soft shot. However, the set plays would have been valueless had not every man been grounded in the fundamentals of passwork.

Stan Strocker was the captain of this wonder five. The others were Gus Cohen, Stan Wasser, Paul Weissman, and Paul Cherko, Walter Sargeant, Kingsley Jones, and John Cin-cotta. Manager.

VIOLET SKULL BASKETBALL

THE annual basketball tournament of the Violet Skull Fraternities was held as usual under the direction of Professor Francis P. Wall on Tuesday nights in the School of Education Gym. When the final round was reached Theta Nu Epsilon and Delta Sigma Pi were leading the league with five victories each and no defeats. These two old rivals met in the Heights Gymnasium, and after a typically strenuous game T.N.E. emerged on top by 28-21. The victory enabled Theta Nu Epsilon to retain its championship for the fourth consecutive year and to run its string of consecutive victories to twenty-six, having been defeated last by Delta Sigma Pi in 1932.

The members of the winning team were: James N. McEntee, captain; Howard Lauder, Robert McLellan, Eugene J. McGlynn, Oscar Scarola, James C. McGlynn, Philip Manieri, Raymond Watkins, Ted Woodard, Edward Sales, and Harold Horne.

BOARD OF ATHLETIC CONTROL

NEW YORK University athletic administration is vested in the Council of the University Board of Athletic Control. This body is composed of a member of the faculty from each of the undergraduate colleges, who is recommended to the Chancellor for appointment by the Deans of their respective colleges. The Chairman of the Board is appointed by the Chancellor.

The University Board of Athletic Control reports on the status of athletics to the University Council through the Chancellor and through the Council Committee on Athletics. The Board is assisted by the Alumni Advisory Committees. The Graduate Manager is the chief executive officer responsible to the University Board of Athletic Control and directs the actual operation of the athletic program.

Intramural athletics are under the guidance and regulation of the Director of Intramural Athletics. The activities of this branch are reported to the University Board of Athletic Control through the Graduate Manager.

Through the co-supervision of the Faculty Committee on Women's Athletics and the Director of Women's Athletics, the University Board of Athletic Control maintains control over women's athletics.

The three Undergraduate Boards function in the fields of intercollegiate athletics for men, intercollegiate athletics for women, and intramural athletics for men. The essential duties of these three Boards are the establishing of regulations for letter awards, the administering of these regulations, the selection of cheer leaders, the welcoming and entertaining of visiting teams, and the arranging of trips for the student body to athletic events, subject to approval of the University Board of Athletic Control.

UNIVERSITY BOARD OF ATHLETIC CONTROL

PROFESSOR PHILIP O. BADGER, Chairman

ASSOCIATE DEAN G. ROWLAND COLLINS
School of Commerce, Accounts and Finance

PERLEY L. THORNE
University College of Arts and Pure Science

PROFESSOR JOHN MUSSER
Washington Square College

PROFESSOR DAVID B. PORTER
College of Engineering

Graduate Manager

MR. ALBERT B. NIXON



JOHN T. BYRNE
Headmaster of Delta Sigma Pi
and

JANE FLANAGAN
President of Phi Chi Theta
Outstanding Students and
Inspiring Leaders.

FRATERNITIES
SORORITIES



VIOLET SKULL

VIOLET SKULL, the Christian Interfraternity Council at the Washington Square Center, was founded on November 21, 1930 by eight downtown fraternities. During the last six years this organization has been following in the footsteps of its founders by fostering loyalty to New York University, promoting interfraternal relationships, and encouraging scholastic attainments.

Among its annual activities are the sponsoring of an inter-fraternal athletic program with the assistance of Francis P. Wall, Director of Intramural Athletics. This program includes basketball, swimming, and track. The award of the permanent monetary scholarship, the interfraternal smokers, the round-robin dances, the formation of a rushing code, and the bridge tournament are all yearly events.

Officers

President	GEORGE V. WILLIAMS
Vice-President	THOMAS N. VULTEE
Secretary	JAMES N. McENTEE
Treasurer	EDWARD JACKMAN, JR.

Executive Council

Alpha Kappa Psi	THOMAS N. VULTEE, FRED W. KLOCKE
Delta Sigma Pi	JOHN T. BYRNE, AUBREY G. POSEY
Lamda Sigma Phi	ERNEST STEIGER, DONALD ANDERSON
Sigma Phi Epsilon	GEORGE V. WILLIAMS, ALLEN LEA
Phi Mu Delta	WILLIAM BOWEN, ROBERT WAGNER
Theta Alpha Kappa	C. WILLARD HAGER, GEORGE SCHUTTE
Theta Chi	EDWARD JACKMAN JR., JOHN CORDES
Theta Nu Epsilon	JAMES N. McENTEE, EUGENE J. McGLYNN



ALPHA KAPPA PSI

ALPHA CHAPTER
113 Waverly Place

FROM the portals of the School of Commerce, Accounts, and Finance emerged in 1904, ten men with spirit and vision who, banding together, formed the first Commerce fraternity in the country, Alpha Kappa Psi.

This new fraternity, based on the concept of the promotion of ethics and research in business, has continued its prosperous expansion until its roster includes over 5,000 men in all the various types of business organizations.

From this auspicious beginning in 1904, Alpha Kappa Psi has extended its influence into more than 60 colleges of business in the United States and Canada. The roll also includes many alumni chapters, whose aim is continued service and leadership in business.

The active chapter includes many prominent students, who are devoting much effort to the administration of our Alma Mater. The roll of 38 members promises continued service to the institution. When these students emerge into business life the aims and ideals of Alpha Kappa Psi will be a guiding force in their conduct. As always, Alpha Kappa Psi stands for leadership in business and industry.

Officers

President	THOMAS VULTEE
Vice-President	FREDERICK KLOCKE
Secretary	NORMAN GOLDING
Treasurer	HANS SCHMIDT
Master of Rituals	ERIC WALLY
Warden	ARTHUR PHILLIPS
Chaplain	ZAREH KASSAKIAN



PHILLIPS
GLADE
THOMPSON
TUTHIL
KLOCKE

BURNS
NAGLE
PROVOST
GOLDING
BENCHLER

ANDERSON
NEMATZ
CHAPIN
HAY

MERKLE
ROWAN
VULTEE
OBERHOFER
DENECKE

LEITNER
ROBERTSON
MARASCA
BUTKUS
O'SULLIVAN



DELTA PHI EPSILON

BETA CHAPTER
20 Commerce Street

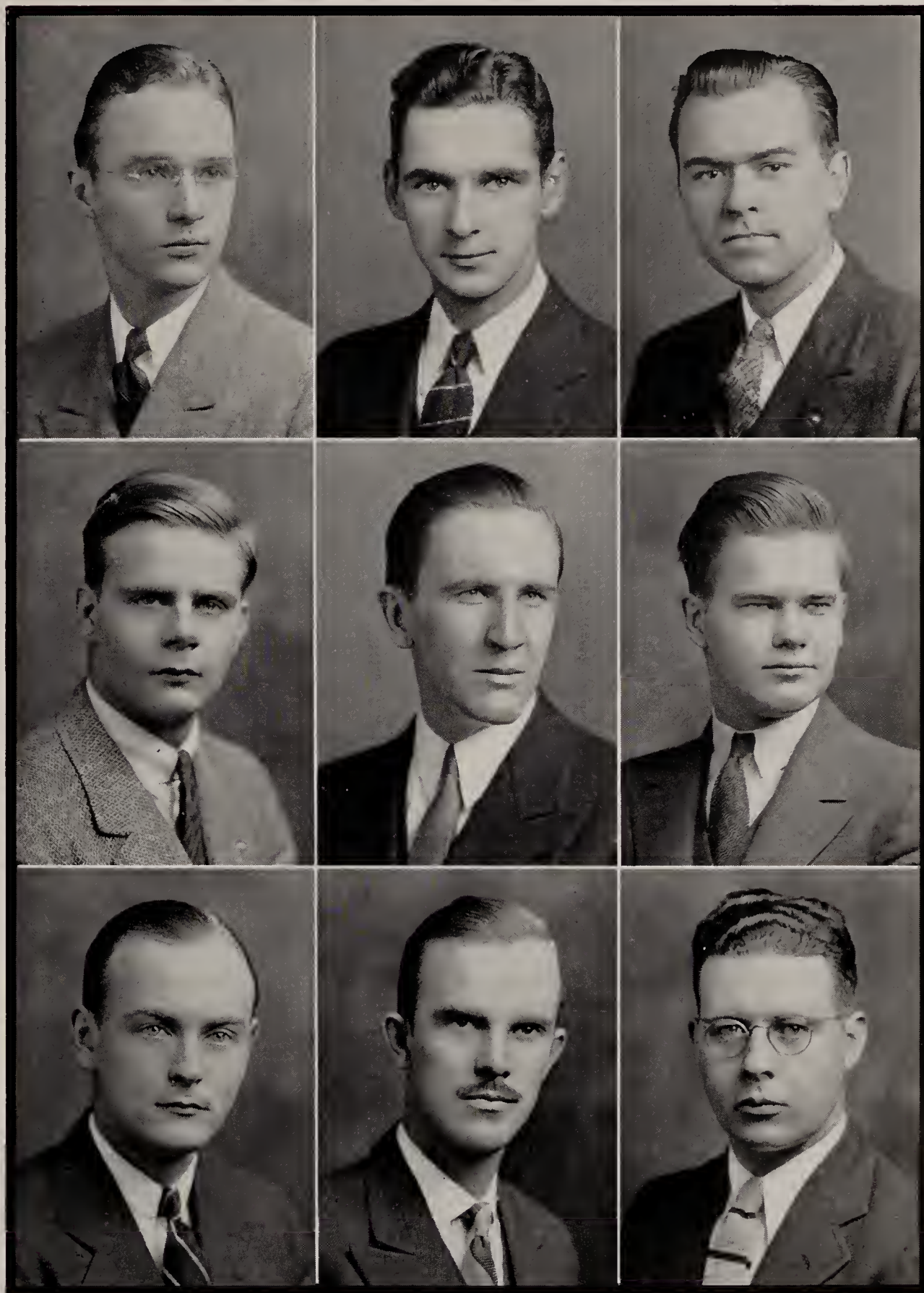
DELTA PHI EPSILON was founded in 1919 at the School of Foreign Service of Georgetown University.

The aim of Delta Phi Epsilon is to unite groups of young men who have selected Foreign Service as a career. Under the guidance of the fraternity the brothers are given a distinctly Foreign Service atmosphere. Their education in fields most fitted for their life-work is encouraged. Further nationalization of the fraternity and its extension to other universities which have distinct Foreign Service departments have as their motive the desire to foster Foreign Service ideals and education among the university men who are looking forward to this profession as their career.

Many of the graduate brothers of the fraternity are now pursuing active careers in foreign lands in various governmental and private capacities. These brothers are so scattered over the world that it is often truly said that "The sun never sets on Delta Phi Epsilon."

Officers

President	HERBERT J. BLOCK
Vice-President	GEORGE STROM
Secretary	HARRY T. HARRIS
Treasurer	JAMES ANNERISTEDT
Corresponding Secretary	ANDERSON T. LEIPER



STROM
HUGETZ
BLOCK

SYMANSKI
CHITTENDEN
ANNERSTEDT

YUSKA
FANSHER
COOK



DELTA SIGMA PI

ALPHA CHAPTER

21 West 12th Street

AS the presidential year began, the International Fraternity of Delta Sigma Pi, founded at New York University in 1907, turned out of the depression and moved its quarters from 26 West 11th Street to the Reardon mansion at 21 West 12th Street. The spaciousness of the new house immediately gave the Alpha Chapter the distinction of having the most handsome fraternity quarters in metropolitan New York.

Lead by its headmaster, John T. Byrne, Delta Sigma Pi enlarged its membership and enjoyed a diversified social and business program. Distinctly a professional fraternity, Delta Sigma Pi draws its membership exclusively from the School of Commerce, Accounts and Finance. It numbers in its brotherhood men in every department of the school.

Delta Sigma Pi traces its history from the early days of the school. It had its beginning with the School of Commerce and has grown with the college. From its beginning on the N.Y.U. campus it has grown to national and then international significance. The fraternity now numbers fifty-nine chapters in this country and Canada.

In keeping with its primary purpose to promote a closer affiliation between students and men of business, the fraternity holds professional smokers each month with prominent men of commerce discussing current business problems. The fraternity insists upon its membership learning the various fields of commerce first hand from men of experience.

The Officers

Headmaster	JOHN T. S. BYRNE
Senior Warden	A. GENE POSEY
Junior Warden	KINGSLEY JONES
Scribe	JAMES P. HACKETT
Treasurer	LEONARD COLWELL
Historian	ROBERT L. NEVIN
Chancellor	THOMAS MEADE



SARGEANT
HENDERSON
MORRIS
FOLEY
ROHRBERG
FARRELL

METZ
FLICK
REDDING
MacGOWAN
KNIGHT
STEINWAY

FAIRBANKS
BYRNE
NEVIN
HUSSENNETER
COLWELL
HUDSON

ROHR
MEADE
SPELMAN
POSEY
HESS
MAGINIS

CUNNINGHAM
McCUE
WILLIAMS
PERRY
EIFE
HACKET

JONES
DIEHL
ICKEN
LEDDY
TAYLOR
GORY



LAMBDA SIGMA PHI

LAMBDA SIGMA PHI was founded at the School of Commerce by eight members of the class of 1911. Offshoot of a club called The Wigwam, it was the third fraternity established in the school. In its first year the fraternity secured many honors.

In 1915 pledging was discontinued as the World War loomed. However, 1922 saw the nucleus of a new Lambda Sigma Phi when our founders inducted three undergraduates into brotherhood.

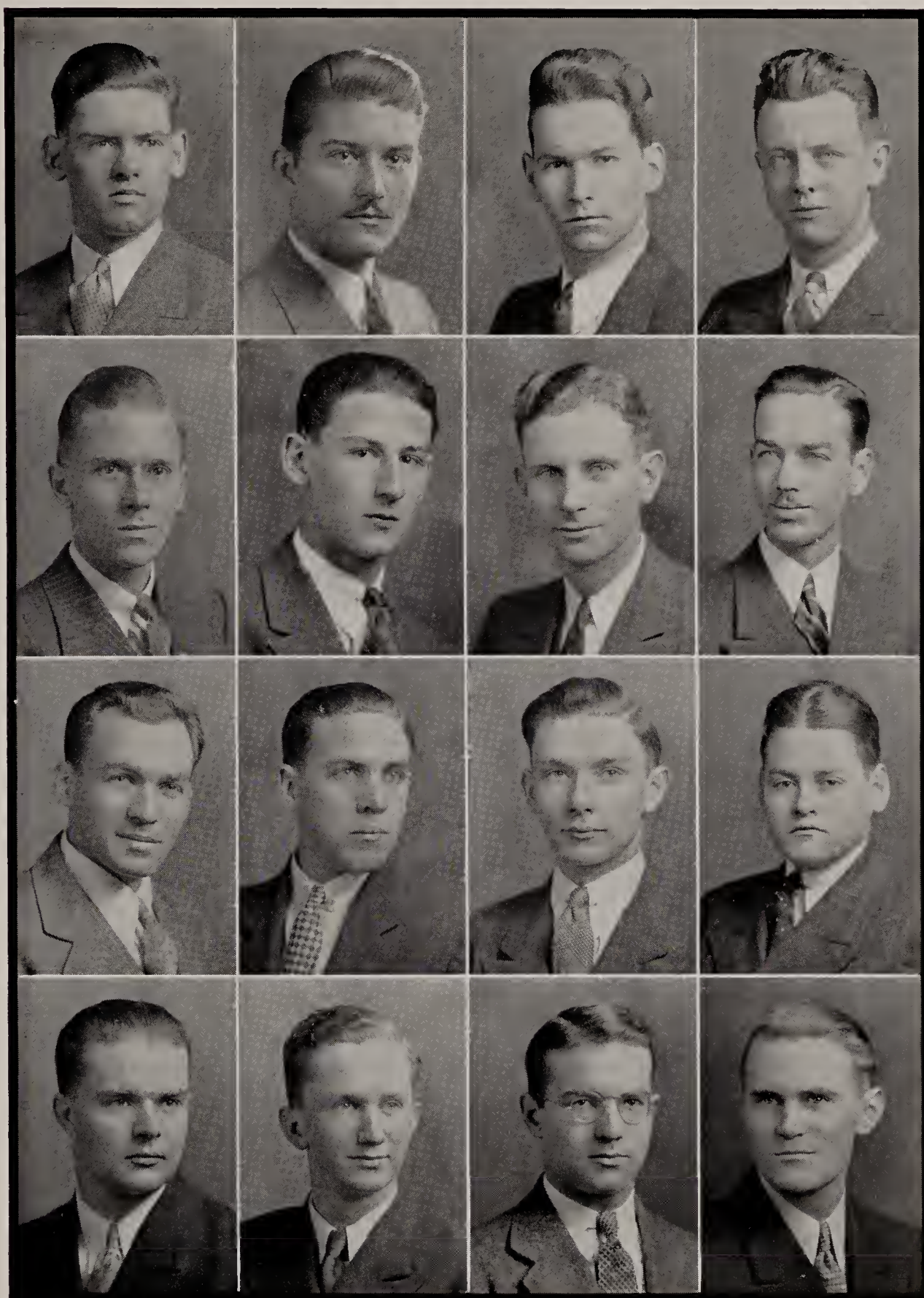
Like Lambda Iota, founded at the University of Vermont in 1836, and Tri-Kappa, seventy-five-year-old fraternity at Dartmouth, Lambda Sigma Phi is a local fraternity. It owes allegiance to no organization except New York University.

The Creed of Lambda Sigma Phi

Under the signet of Lambda to achieve honor and a good name. To storm the Halls of Knowledge and the Gallery of Fame with laughter: accepting alike success and failure, for both pass fleetly. To live lustily and joyously while we may. To be guided by the Greater and the Lesser Lights of Lambda Sigma Phi. To sing or to sorrow with our brothers, helping each as he struggles, and upholding his head as he faces the final accounting.

Officers

President	ERNEST STEIGER, III.
Vice-President	DWIGHT L. WARDELL
Custodian	DONALD N. ANDERSON
Corresponding Secretary	GEORGE BALLANCE
Recording Secretary	JOHN WAGNER
Historian	LANSING PORTER MOORE, JR.
Orator	DONALD N. ANDERSON



ANDERSON
WARDELL
FAILLA
COLEMAN

HICKS
JOHNSON
BALLANCE
MOORE

MULLIGAN
VON RIPER
MacINTOSH
STEIGER

REILLY
SIMSON
WAGNER
ANDERSON



SIGMA PHI EPSILON

NEW YORK GAMMA CHAPTER
9 East Ninth Street

SIGMA PHI EPSILON, consisting of 68 chapters located in the leading colleges throughout the country, was founded at Richmond College, Richmond, Virginia, in 1901. Originally known as the Saturday Night Club, the group changed the name to Sigma Phi Epsilon and chartered the fraternity under the laws of the State of Virginia in the following year. Owing to the shape of the badge and the prevalence of ministerial students among the ranks, the organization at that time was often referred to as the "Sacred Hearts." With the expansion of Sigma Phi Epsilon this title became obsolete.

Until 1930 New York Chapter was Theta Sigma Phi, a local fraternity, which was founded in 1923 at the School of Commerce by ten Commerce men. At the present time the active chapter consists of 30 men, the majority of whom live in the fraternity house.

Each year the fraternity offers two awards. "The Sigma Phi Epsilon Senior Medal for Service" is awarded annually to the senior who has excelled throughout his college career in unselfish service to the school and his fellow students. "The Kenneth W. Hazen Memorial Gold Medal," conceived to pay tribute to the chapter's first deceased brother, whose work in the fraternity had been a service of complete and sincere devotion, is awarded to the senior who in the opinion of a faculty committee has given the most devoted service to his alma mater and his fellow classmates.

Officers

President	SALVATORE GENTILE
Vice-President	GEORGE WILLIAMS
Secretary	GORDON FONTANELLA
Historian	GEORGE GEBHARDT
Guard	WILLIAM SPENCER
Marshals	RALPH VON HAGEN WALTER THEISSON
Comptroller	GEORGE SUNDSTROM



VON HAGEN
SUNDSTROM
GOTTSCH
GENTILE
DANNECKER

COULTER
SPENCER
GEBHARDT
LEA
BOISE

THEISSON
NEGERSMITH

FARUOLO
WILLIAMS
SHIELDS
FONTANELLA
LOGAN

KELLY
QUADLAND
BROMLEY
STRONG
AMBROSIUS



SIGMA OMEGA PSI

DELTA CHAPTER
70 University Place

SIGMA OMEGA PSI, a national Jewish fraternity organized in 1913 at City College, has become in a comparatively short period a country-wide influence in college circles. Membership is distributed over the United States and five foreign nations.

Delta Chapter at New York University has among its brothers leaders in most of the student activities at the School of Commerce, Washington Square College and the School of Education.

During the academic year 1935-1936 the Delta House at 70 University Place was host to delegations from the Temple, Alabama and Tufts Chapters, and to brothers of the Harvard Alumni Chapter.

Besides discussions on current affairs, smokers and weekly house parties, Delta brothers sponsored a Fall Dance in the Village Room of the Hotel Taft, a Winter Formal at the Hotel Pennsylvania and a Senior-Alumni Banquet in June.

Officers

High Potentate	HAROLD A. JACOBS
Potentate	EDWIN GIVENTER
Scribe	IRVING RICHTER
Comptroller	CHARLES DRIBBEN



	RABINOWITZ	SOSNOWITZ	ITTLESON
JACOBS	SMITH	GIVENTER	DRIBBEN
ISAACS	RICHTER	CRAMER	GOULD
PRAKIN	KROOGMAN	KELNER	PESKOWITZ



THETA CHI

UPSILON CHAPTER
43 West 12th Street

UPSILON CHAPTER at New York University was admitted to Theta Chi Fraternity in the year of 1917. Since its date of recognition it has gained an enrolled membership of over 300 alumni members.

Theta Chi Fraternity was founded April 10, 1856. At the present time it has more than 11,000 members. In a comparison with 81 other national fraternities, it was found that only twenty fraternities are older than Theta Chi and but fifteen have larger chapter rolls. Theta Chi is the oldest national fraternity possessing an unbroken chapter roll. There are no dead Theta Chi chapters. It never has been sectional in character, and its 50 chapters are widely distributed throughout the United States. It has been branded as alert and progressive by its friendly rivals. Theta Chi justifies this classification by its unusual record of development.

Officers

President	EDWARD JACKMAN, JR.
Vice-President	WALTER ROETTING
Secretary	GEORGE CAMPEN
Marshal	JOHN CORDES
First Guard	FREDERIC SCHAFFMEYER
Second Guard	LORENZO SNYDER
Historian	RICHARD BRADY
Treasurer	HENRY MYENBERG, JR.
Librarian	EDWARD McKEON
Chaplain	EVERET WALTER



DANES
HARRISON
GARDNER
INGEMAN

WALTER
CAMPEN
SNYDER
MAY

ROETTING

HAWLEY
SCHAFFMEYER
CORDES
JACKMAN



ALPHA SIGMA CHI

ALPHA CHAPTER
88 MacDougal Street

ALPHA SIGMA CHI, Alpha Chapter, is one of the newest fraternities in the School of Commerce. In 1933 a few students decided that they wanted to perpetuate a friendship which they were certain was sufficiently valuable to continue throughout the lives of the initial nine and those members who would come after them. In 1935 the fraternity was chartered by the State of New York.

Its present membership consists of a group of students of the Jewish faith who are interested in the furtherance of true fraternalism. Many of the members hold important offices in the leading organizations in the University.

Events for 1935-36 included a Supper Formal at Sherry's and a Spring Formal at the Hotel Peter Stuyvesant, numerous smokers, and several banquets for the brothers and pledgees. The chapter acted as host to the visiting debating teams from Colgate, Bard, Mass. State, Dartmouth, and many other colleges, and also sponsored two debates between N. Y. U. and Colgate and N. Y. U. and Bard College.

Character, scholarship and an active interest in extra-curricular activities are expected from all prospective members.

Officers

Chancellor	BERNARD M. EISENBERG
Vice-Chancellor	SANFORD TAMARIN
Recording Scribe	MORRIS A. URIEFF
Corresponding Scribe	ALFRED FELD
Secretary of the Exchequer.	IRWIN BERGER
Trustee	WALTER JACOBS
Perfect	MURRAY MANDELL



MANDELOWITZ
HURWITZ
WENNBERG
SLONIM
GROSSMAN

STERNFIELD
HATZ
EISENBERG
FRIEDMAN
REMER

COHEN
SCHWARTZ
PESKIN
FIEDLER
SMITH

TAMARIN
PITTER
GLASS
GOLDSTEIN
GLUCKMAN



THETA ALPHA KAPPA

THETA ALPHA KAPPA FRATERNITY was founded in the fall of 1920 at the Washington Square College of New York University as a local social fraternity. During the sixteen years of the fraternity's existence the steady growth of the chapter has been the reward for the work of the undergraduate brothers and a tribute to the sound foundation laid by the founders.

During the first eight years of its existence Theta Alpha Kappa drew its members chiefly from Washington Square College, with the result that its alumni chapter is composed chiefly of professional men. The phenomenal growth of the School of Commerce brought a change in the membership policy of the fraternity, and today Commerce men make up the greater part of the fraternity roster.

Theta Alpha Kappa was founded to bring together a group of men, selected on the basis of scholarship and good-fellowship, to foster a spirit of cooperation and friendship so that the brothers might achieve a fuller realization of the aims which drew them to this University.

The fraternity offers its brothers an active calendar of social events during the school year, with the Annual Banquet as the principal event of the year. Athletic participation in sports and subjects relevant to the studies of the brothers round out the annual program of the fraternity.

Officers

Marshall	C. WILLARD HAGER
Vice-Marshall	FRANCIS HICKEY
Scribe	BERNARD R. CABALLERO
Custodian of Funds.	JOSEPH RYAN
Custodian of Property	GEORGE SCHUTTE
Sergeant-at-Arms	JOSEPH MILANESI
Chaplain	JOHN W. EDGERTON



LA MONICA
MILANESI
HAGER
BONSIGNORE

RUCKES
SCHUTTE
CABALLERO
HICKEY

EDGERTON
CALABRESE
SCHWINGER
RYAN



THETA NU EPSILON

UPSILON UPSILON CHAPTER

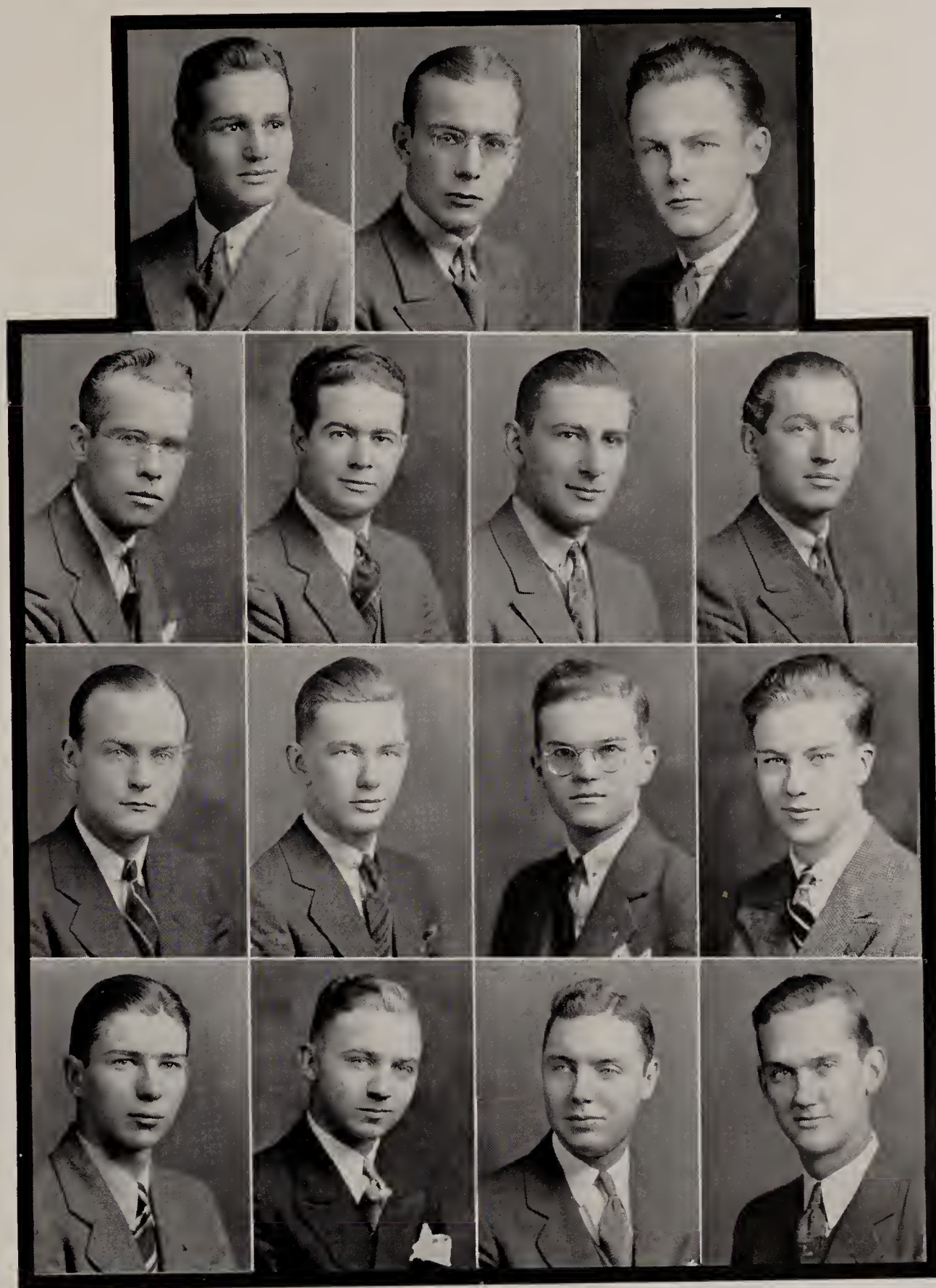
33 West 8th Street

THETA NU EPSILON was founded at Wesleyan University, Middletown, Connecticut, on December 5, 1870, by a group of fifteen men for the purpose of bringing together congenial fellows who possessed ability for leadership and were representative of all phases of college life. It grew as an intrafraternal society until 1923, when a general reorganization changed Theta Nu Epsilon into a general academic fraternity with exclusive membership.

The New York University chapter was chartered in 1883 and has enjoyed continuous existence to the present, stressing brotherhood and loyalty to Alma Mater.

Officers

President	JAMES C. McGLYNN
Vice-President	HERBERT J. BLOCK
Secretary	DONALD NAUGHTON
Treasurer	FOSTER MIRITELLO
Historian	JAMES. N. McENTEE



	SCAROLA	MIRITELLO	McGLYNN
NAUGHTON	MANIERE	CARMEVALE	BOZZUFFI
BLOCK	WOODARD	McQUILLIN	SHARKEY
PRESCOTT	HORNE	GULICK	PODGUS





PAN HELLENIC CONGRESS

THE Pan Hellenic Congress is the inter-sorority council of New York University. It has a three-fold purpose: to regulate all activities among the sororities in the University, to create and maintain a feeling of good-will, and to register and regulate the rules of rushing and the bidding of freshman candidates for sororities.

All of the sororities in New York University recognized by the various schools from which they draw these members are eligible for membership in the Pan Hellenic Congress. Each sorority included in the Congress sends two delegates as representatives to the council.

By a ruling of the Congress bids may be issued to any rushee who is a candidate for a degree from New York University, who has completed twelve points of work, and who is registered for eight points of work in the University. These rushing rules apply only to girls not members of any other sororities, excepting honorary and professional organizations. The ruling of the Congress on any matter of rushing, bidding, or pledging is final.

Inter-sorority relations are furthered by teas given by the Pan Hellenic Congress semi-annually. At these teas the sorority members have an opportunity to become better acquainted with one another.



ALPHA OMICRON PI

NU CHAPTER

ALPHA OMICRON PI was founded at Barnard College in 1897. It now has forty-five active chapters and forty-five alumnae chapters. Since one of the active chapters is at the University of Toronto, Alpha Omicron Pi is an international sorority. It is a Christian organization, standing for character, scholarship, strong college feeling, and the power to assume responsibility.

Nu Chapter was chartered at New York University in 1900 and replaced by two local sororities, Lambda Sigma Phi and Lambda Phi.

The chief philanthropic work of Alpha Omicron Pi consists of social service work in the Kentucky Mountains. Each chapter also takes an active interest in selected social work in its own community.

Officers

President	LILIA E. ARGUEDAS
Vice-President	MURIEL STURTEVANT
Corresponding Secretary	MILDRED STOCKING
Recording Secretary	DOROTHY DOWNWARD
Treasurer	JEAN HOBBS
Rush Captain	MARGARET ZINNICKER

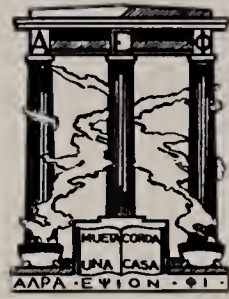


AMADOR
DONOHUE
JENSON
LE BRECHT

MOADINGER
DOWNWARD
GINDIRI
KLINE

MESCIA
HOFFS
GEFFERS
ARGUEDAS

HETTGER
SCHILLING
ZINNECKER
MURISON



ALPHA EPSILON PHI

ZETA CHAPTER

TWENTY-SIX years ago seven girls attending Barnard College in New York City decided that they needed an organization to perpetuate their friendship. So they founded Alpha Epsilon Phi. Their only purpose in uniting was to fulfill their personal desire for something more binding than the casual acquaintanceships which had heretofore come their way.

Since that time the sorority has spread North, East, South and West through the whole of the United States, and at the present time there are twenty-four active chapters, five inactive chapters, sixteen graduate chapters and nine graduate associations.

In April, 1917, the fifth New York City chapter—Zeta at New York University came into existence. Zeta has always been very active on the campus, for its members have held many important positions at both Washington Square College and the School of Commerce. For the past three years Zeta has won the inter-sorority athletic cup and now has the award for permanent possession.

Officers

Dean	LUCILLE MARKOWITZ
Sub-Dean	SHIRLEY BREITMAN
Secretary	ELAINE HOROWITZ
Treasurer	ELEANOR DIAMOND



BARONOCLESS
JACOBS
PRESS
ROTHSTEIN

DIAMOND
RUBENSTEIN
CAESAR
BATCHKER

LOCH
GORDON
CLIAS
FINE

HIRSCH
HIELSCH
MASCOUT
FRIEDMAN



BETA PHI ALPHA

ALPHA THETA CHAPTER

BETA PHI ALPHA, a National Panhellenic Christian sorority, formed its chapter at New York University last year from the Beta Chapter of Phi Delta.

Originally the sorority was organized at New York University as Epsilon Sigma, a social sorority. In 1927 it combined with Alpha Delta Omicron to form Phi Delta and last year joined Beta Phi Alpha.

Beta Phi Alpha seeks to create a friendly spirit among the girls of the university and to develop the abilities of members most effectively in college life.

The Beta Phi Alpha formal was held this year in the Grand Ballroom of the Beekman Towers.

Officers

President	FLORENCE PECK
Vice-President	LAURETTE HESS
Corresponding Secretary	ELEANOR WILSON
Recording Secretary	MARGARET MULLIGAN
Treasurer	CATHERINE FLERI
Editor	HELEN McGANN
Historian	ANNE O'BRIEN



	WILSON		HESS		SCHWARZ
McCANN		O'BRIEN		LOTTO	BRYAN
MULLIGAN		KENNEDY		SANTARO	FLERI
BRADY		BROPHY		PECK	BSCHORR

PHI CHI THETA

New York Beta Chapter

THE history of Phi Chi Theta sorority at New York University began in 1914, when a group of girls organized a sorority in the School of Commerce and named it Sigma Kappa Phi. A few years later, when the sorority became larger, the members petitioned for membership in Phi Kappa Epsilon, a national sorority. In 1924, with the other chapters of that sorority, they changed the name to Phi Chi Theta and became New York Beta Chapter.

The Henrietta Madden Loan Fund was established by Phi Chi Theta sorority in memory of Henrietta Madden and her keen interest in the welfare of the women students. The Phi Chi Theta national key award is granted each year to the woman student who in the opinion of the Committee on Scholarship has excelled in school activities and leadership at the completion of her junior year. In 1935 Jane Kowaleski, twice elected president of the Night League of Women, won this award.

The social activities of Phi Chi Theta this year included a housewarming at the sorority's new apartment at 235 Wooster Street, a Christmas Party, and a Formal Dance at Beekman Towers.

Phi Chi Theta has twenty-two active chapters and eleven alumnae chapters. Honorary members in the School of Commerce are Dean Madden and Miss Florence Crandell, Recorder.

Officers

President	JANE FLANAGAN
Vice-President	ALISON BEISLER
Secretary	JOSEPHINE ZAJAC
Historian	MADELINE ZULIANI
Rush Captain	ELEANOR MURPHY



FLANAGAN
REILLY
ONDROVIC
ORTHWEIN

RANSOM
ZAJAC
CHATTAWAY
BEISLER

NUFER
FERRER
ZULIANI
MURPHY



PHI OMEGA PI

New York Alpha Chapter

THE New York Alpha Chapter of Phi Omega Pi was organized at New York University in October, 1933, when the New York Alpha Chapter of Sigma Phi Beta amalgamated with Phi Omega Pi.

This season the social activities of the chapter included several teas, dinners, and a formal dance at the Ritz-Carlton Hotel.

Phi Omega Pi participates in intersorority athletic contests and won the intersorority championship in athletics in 1933. Among the girls of Phi Omega Pi are members of athletic as well as scholastic societies.

Officers

President	RUTH A. M. SCHMIDT
Vice-President	ENA BELLE BOWSER
Treasurer	MARGARET KORN
Secretary	ANNA BOLLAND



ROETTING
ABBATE
BALLAND
TAINSH

KARN
KERLING
SCHMIDT
BEGLEY

NORENA
HOLM
RUSSELL
WAGNER



SIGMA TAU DELTA

UNLIKE most other sororities Sigma Tau Delta was born with two chapters, one at Hunter College and the other at New York University. The original members were not long in extending the arms of the sorority to receive friends and new members and in pledging them to the ideal of the sorority—to love, honor and serve one another.

Since that time chapters have been established at Rider College, Brooklyn College, University of Michigan, Temple University and St. John's University.

Sigma Tau Delta is proud of its participation in most of the activities of New York University, especially in the School of Commerce. Its members are active in class affairs, as well as those of the League of Women. Many of the sororees have held positions in the classes, in the League of Women and on school publications. Several sororees have been members of Beta Gamma Sigma, the honorary scholastic society, and several are members of Theta Sigma Phi, the national professional organization for women of journalism.

The activities of Sigma Tau Delta for this past year have included many teas, luncheons and dinners, as well as a formal supper dance at the Park Central Hotel.

Officers

Dean	SYLVIA PRICE
Vice-Dean	JUDITH STARK
Secretary	ROSLYN SCHENKER
Treasurer	EVA COIRA
Chairman of Rushing	RUTH HOROWITZ



SCHENKER
SLOAN
COIRA
HAROWITZ

SCHNEIDER
HITTLEMAN
SCHLEIFER
ROTHEBERG

FELDSTEIN
REINER
PESKIN
ROSENHOUSE

SCHER
STORK
LIEBMANN
WERBLOW



THETA UPSILON

Beta Alpha Chapter

THETA UPSILON was founded at the University of California in 1914 and now has 32 chapters at various colleges throughout the United States.

The members of Beta Alpha Chapter at New York University are very active in the different school organizations. This year the president, Veronica Haggerty, was president of the Delian Council, the inter-sorority Christian organization.

The formal dance was held this year at the Hotel Plaza. Beta Alpha Chapter gave many other affairs, including dances, dinners, and teas. The sorority maintains an apartment at 57 West 8th Street.

Officers

President	VERONICA HAGGERTY
Vice-President	ELEANORE DELAVINA
Secretary	ANNE CLARKE
Treasurer	ELEANOR WOIDSHECK
Alumnae Officer	VIRGINIA GANNON
Editor	DOROTHY GRIMMELMAN
Chaplain	AMELIA ZENNECK
Rush Captain	MARGARET GLENNAN



CLINGEN
JANOSKA
BRYCE
HAGGERTY

PECK
McNALLY
MURPHY
WHITMORE

CLARKE
STACEY
PJANNEBECKER
GLENNON

TRACY
COOPER
McMASTER
WOIDSHECK



ZETA PHI

ALPHA CHAPTER

ZETA PHI was organized under a national charter in May, 1923, by six girls who wished to further a closer friendship within their group. This purpose has become the ideal of the sorority.

The sorority has chapters at Hunter and Brooklyn Colleges. Alpha, the chapter at New York University, chooses its members from the Schools of Commerce and Education.

The undergraduate members receive many benefits through the aid of the alumni, who take part in their activities.

The aim of the sorority is "Respect and Serve Our Alma Mater." The undergraduates are very active in school affairs. Some of the sisters are officers of the Senior Class at the School of Commerce and the Junior Class at the School of Education.

New members in Zeta Phi are selected on the basis of character, friendship and scholarship.

Officers

Prior	GERTRUDE WILKES
Vice-Prior	LINA SCHWARTZ
Scribe	CEILA SCHMERTZLER
Pecunior	LEAH SCHWARTZ



BUCHLER
WAHLSTADDER
COHEN

SCHWARTZ
SHAPOSINK
LEVI

WALLACE
HILLMAN

SCHIFFER
WILKES
SCHWARTZ

PI ALPHA TAU

ALPHA CHAPTER

PI ALPHA TAU was founded at Hunter College. It is a national sorority having members in Hunter College, Adelphi College, New York State Collere for Teachers, New Jersey Law School, University of Wisconsin, St. John's University, Long Island University, St. Lawrence Law School, Brooklyn College, University of Cincinnati and New York University.

The purpose of the sorority is to foster friendship among its members.

The active members in the Alpha Chapter are: Sylvia Bernstein, Marjorie Cohen, Helene Friedman, Janet Gersten, Miriam Geffner, Rose Igstaedter, Fay Lindenbaum, Rose Litt, Frances Paston, Helen Permeet, Francis Reich, Grace Rosenberg, Beatrice Sachs and Elaine Seed.



COHEN
ROSENBERG
SEED

REICH

GERSTEN
IGSTAEDTER
STEIN



DELIAN COUNCIL

DELIAN COUNCIL, the Christian Inter-Sorority Association of New York University, was founded six years ago by five Christian sororities. It has been the purpose of the council to promote harmony and good will among the sororities and fraternities of the University, as well as to encourage strict observance of rushing regulations and to foster loyalty to New York University.

At the opening of the school year a Freshman Orientation Dance was given jointly by the Delian Council and the Violet Skull. On March 16 the Delian Council held a reception for February freshmen in the Woman's Lounge at the School of Commerce.

The council gives an annual dance in June to bring a fitting close to the school year.

Officers

President	VERONICA HAGGERTY
Vice-President	RUTH SCHMIDT
Secretary	MARGARET ZINNICKER
Treasurer	LAURETTE HESS
Chairman, Social Committee.	JANE FLANAGAN

Delegates

Alpha Omicron Pi

LILIA ARGUEDAS	MARGARET ZINNICKER
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Beta Phi Alpha

LAURETTE HESS	FLORENCE PECK
---------------	---------------

Phi Chi Theta

JANE FLANAGAN	JOSEPHINE ZAJAC
---------------	-----------------

Phi Omega Pi

RUTH SCHMIDT	ENA BELLE BOWSER
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Theta Upsilon

VERONICA HAGGERTY	LAILA STACEY
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TYRIAN COUNCIL

REALIZING an urgent need for closer contact and friendship among the Jewish sororities of New York University, these groups formed in November, 1935, the Tyrian Council in an effort to promote further harmony and good will.

Thus far the activities of the Council have been few, although it has held its monthly meetings consistently.

It has, however, acted constructively toward regulating the rushing system within the limitations set by the Pan Hellenic Congress. Some adaptation of this system to our particular requirements was necessary. Tyrian recognized this need and set about to provide for it.

All the Jewish sororities in the University, with the exception of Lambda Gamma Phi, have become members of the Tyrian Council and ample provision has been made for the admittance of newly formed groups with the proper qualifications.

The dance held at the conclusion of the college year was a most auspicious occasion.





DEDICATED TO

JOHN RASH

"Dapper John"

First president of the class of 1917 and still a powerful influence among the alumni in keeping the ideals of the School of Commerce ever at the highest point.

ALUMNI





CLINTON N. HUNT, President,
Commerce Alumni Association

HAIL and Farewell! I am indebted to the editor for the opportunity of extending to you a cordial welcome to that great body of loyal men and women who proudly designate themselves alumni of New York University.

I have used "farewell" not as a leave-taking but rather as a fervent prayer that your alma mater may indeed fare well, and the prayer is heartily seconded by the University and by the School of Commerce, Accounts and Finance.

As the years roll by, as "out in life we wend our way" the love for our school and university becomes more real. It is at first somewhat vague and intangible and is almost entirely associated with the personal interests and contacts we made in the memorable years at school. It is through those personal interests that we realize the valuable link that binds us together by reason of our activity in our Alumni Association.

All classes of the School of Commerce, from the first class graduated in 1902 to that of 1935, have held reunions during the school year of 1935, 1936, and these reunions have become such a tradition that most of the older classes would not forego them under any circumstances. It is easy to understand this when, years after graduation, we meet to talk over old times, renew those friendships which increase in value, both spiritual and material, as the years roll on, and, above all, seek out new ways and means in which we can be of mutual service—we to the University and the University to us.

The University has a heritage of distinguished service, and we are proud to continue our love and desire for her advancement through our Class organizations and through our Alumni Association.



BENJAMIN A. ROSS
Business Manager

JAMES F. CLYNE
Editor

ALUMNUS

THE Alumnus—the monthly magazine published by the Alumni Federation in the interests of the alumni of all the schools of the University—provides common ground for the preservation of the graduate point of view. Articles written by leaders in various fields within and without the University, frequently by alumni themselves, are adapted to the whole graduate body.

In addition, the personal columns keep up to date the history of the individual, and the news columns tell what is happening in the University and in the various alumni associations. In short, the Alumnus aims to do an all-round job of serving as the connecting link between the alumnus and his Alma Mater.

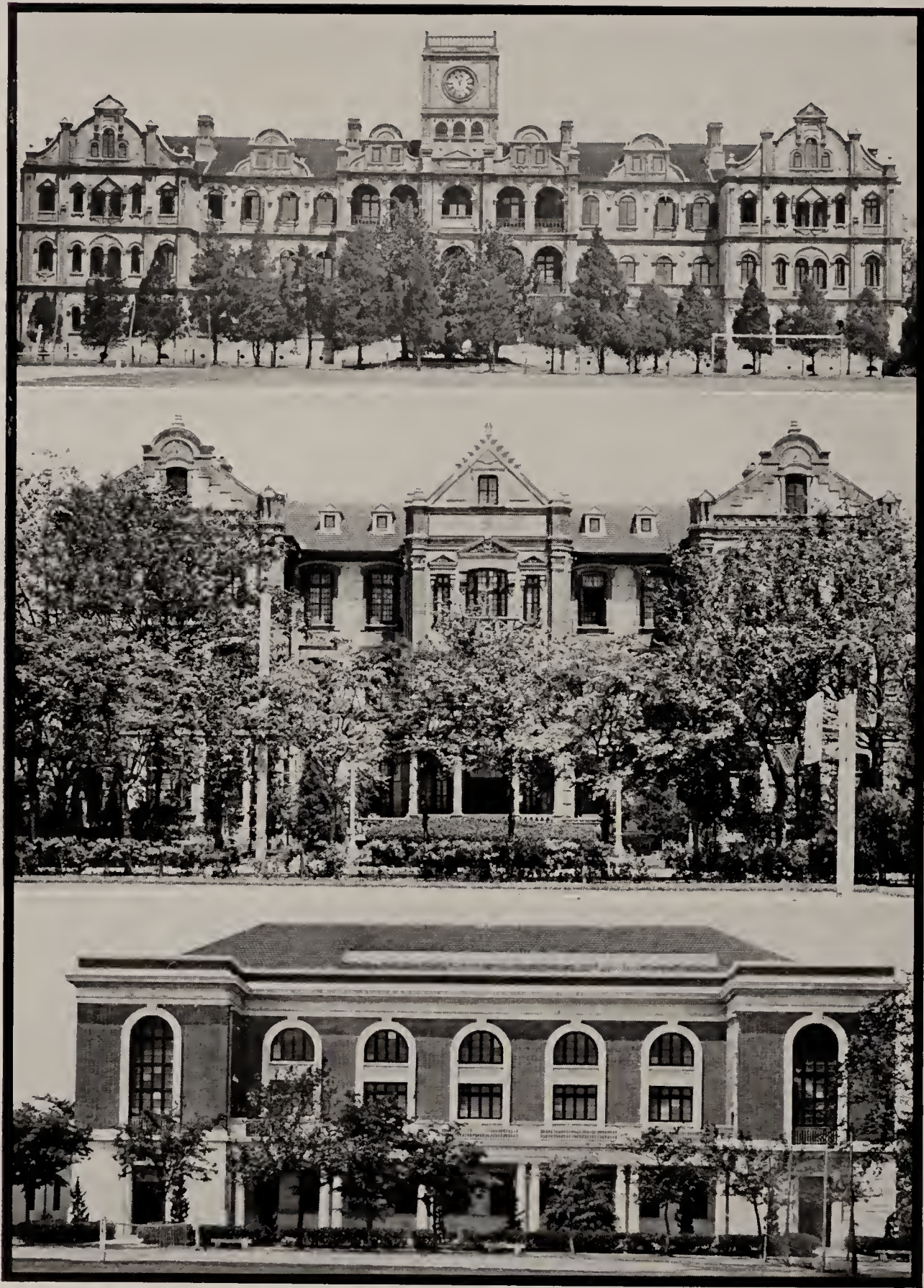
New features in each issue of the magazine this year were a page entitled, "Undergraduate Review," devoted to the reporting of novel and especially interesting items of student activities by Arnold Cohen; an annotated reading list on subjects of general interest to graduates, the titles so far having included Economics, International Affairs, Government, Psychology, Poetry, Biology, Sociology and Social Affairs, German Literature in translation since the War, and History; and two columns of "Recent Reading," being an appraisal of contemporary literature by Dr. Gerald E. Se Boyar, Professor of General Literature in the School of Commerce.

ALUMNI HALL OF FAME



JOHN T. MADDEN, '06
MALCOM D. SIMPSON, '13

JAMES D. MOONEY, '27
ORRIN R. JUDD, '02



ADMINISTRATION BUILDINGS

Chiao-tung University

EXCERPTS FROM AN ALUMNUS LETTER

HERE at Shanghai we do not exactly have a New York University Alumni Club. Occasionally we meet together and then only because I am one of the elders, I may be urged to preside. We have tried several times to organize ourselves into a regular club, but failed. Shanghai is a large mixed city, socially and economically almost like Chicago, although it is a Chinese "seaport." People are busy in business and "in society," they "have no time for intellectual nonsense." Only under special circumstances can Michigan, Harvard, Yale, Pennsylvania, and M. I. T. maintain their clubs and yet they seldom meet, having no established quarters. When opportunity arises, I will endeavor to promote and organize a club as we ought to have.

The American University Club of which I am President for the current year is a rather old organization. It is as old as the Republic of China. When it was organized, there were not many university and college graduates here and its membership included both sexes. Only about ten or fifteen years ago when there were enough women around, a separate American University Women Club was organized. Since then both clubs have been prosperous. Our men club now has a paid-up membership of 500 which, however, represent not quite one-quarter of American university and college graduates in Shanghai alone. Our club has no house, but a small office in the American Club where we usually hold our monthly meeting in the minor portion of its restaurant and the attendance is about 125.

The Chiao-tung University with which I am connected is a Chinese national institution directly under the control of the Ministry of Railways which provides for it an annual budget of \$1,250,000, more or less. Sometimes it is called the "M. I. T. of China." It is constituted of a College of Science, a College of Administration, Schools of Civil Engineering, of Mechanical Engineering, and of Electrical Engineering, all in Shanghai; then in Tangshan there is a College of Engineering, and in Peiping a School of Railway Administration. The enclosed are snapshots of the major portion of its architecture in Shanghai. Its enrollment on a restricted basis now runs over 1,100 including 45 girls and this year (1935-6) it is to graduate 250 students who will largely go into government service. In its staff and faculties I can count five New York Alumni only.

With all the New Year greetings,

Yours fraternally,

J. USANG LY, '12C.

President, Chiao-tung U.





DEDICATED TO
DEAN MADDEN

"Johnny Madden"

Whose broad outlook includes a lively interest in every phase of student activities.

FEATURES





JUNIOR PROM

Another chapter was written into the social history of New York U. with the holding of the Junior Prom. The highlight of every college man's social career, this year's prom carried with it all the traditions of previous functions plus the unusual spirit of the class of '37.

THE famed and beautiful Teakwood Room of the Essex House was the scene of the Junior Prom on March 7. Art Paulson and his orchestra added much glamour to the occasion with original arrangements and novelty dance numbers.

The eighty-five couples who were present had an interesting and exciting time until midnight. Then followed the Grand March to a delicious dinner. Novel souvenirs in the form of bookmarks were given to the guests.

Preceding the Prom, which was one of the most successful affairs ever sponsored by a Junior Class, were three dances, including an informal at the Hotel Taft on March 1.

Thus, once again the high point of all College functions, the Junior Prom, was a huge social success. All present were firmly convinced that this function was the most colorful of their career and each one felt that he was taking away many memories that would grow more precious as the years rolled on.

COMMITTEE

Co-Chairmen

RALPH MAXON

CARL HERGRUTER

Members

JACK FOX

ARTHUR SINGER

EVELYN JUSTMAN

DON WYNICK

MILTON BELINKIE

BILL MILLER

HOWARD DUSENBURY

MONROE SEIPHER

MINNA ROSENBLUTH

GEORGE PARAKILAS

MORRIS KRALL

BERT WILLIAMS

SIDNEY STEIN

MICHAEL BEVIN

IRVING GOLDMAN

LEONARD WILSON

JEROME SULZBACHER

WARREN QUADLAND

BILL SWID

MORT ZYTTFELD

GEORGE JASSEM



SENIOR BALL

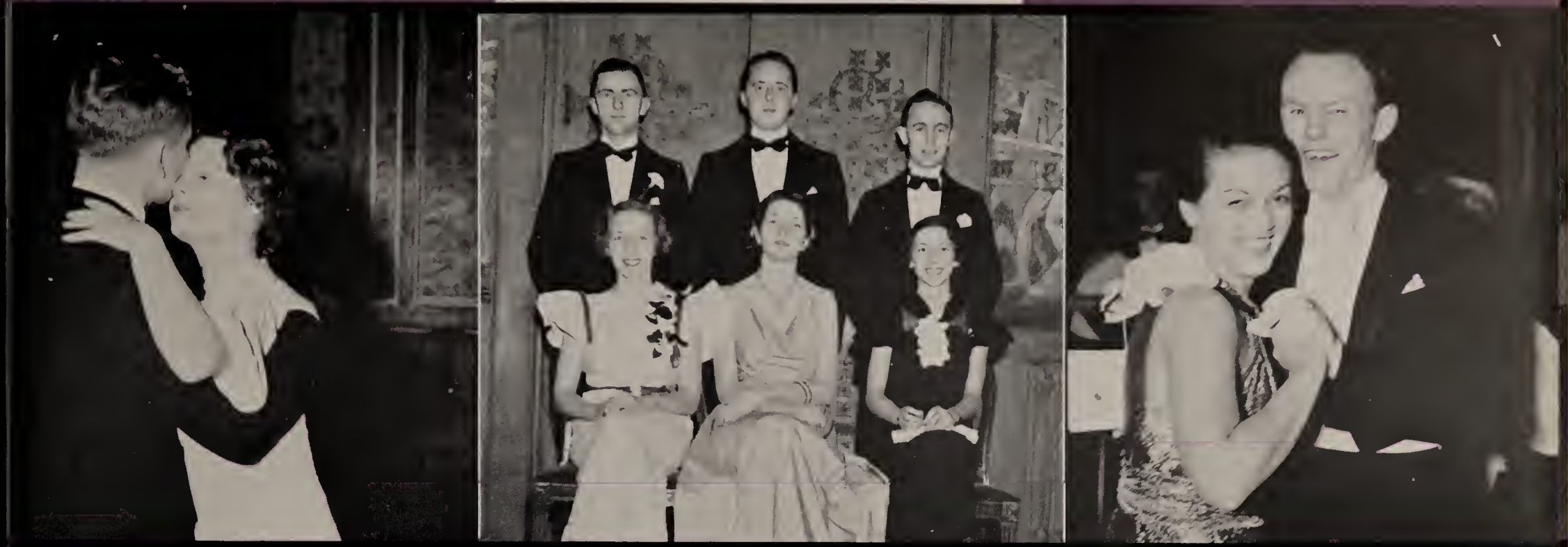
A fitting climax to four years of endeavor and achievement and a pleasant memory for each senior to treasure through the years to come.

THE magnificence of the Starlight Roof of the Waldorf-Astoria and the beautiful music of Peter Van Steeden's orchestra provided a perfect setting on the evening of April 4 for the last formal gathering of the class of 1936, the Commerce Senior Ball.

More than one hundred and twenty couples danced to the strains of the latest popular airs until midnight. At twelve o'clock the orchestra struck up the Palisades, which was sung by everyone present. Then followed the colorful Grand March led by Jerry Amster and John Cincotta, after which the couples enjoyed a dinner prepared by the world famous Oscar of the Waldorf.

The faculty guests of the evening included Chancellor Chase, Dean Madden, Dean Kil-duff, and many others.

The committee headed by Harry Kroogman and Bernard Wallterstein deserves a hearty toast of thanks for the efficient manner in which the affair was conducted.



VIOLET SKULL FORMAL

The Violet Skull Formal was the first important Formal Dinner Dance of the '35-'36 year. Its dignity and success were a tribute to the committee, Walter Sargeant, Delta Sigma Pi, Chairman, and his able assistants, Thomas Vultee of Alpha Kappa Psi and George Williams of Sigma Phi Epsilon.

ON Saturday evening, November 23, 1935, the members of the Violet Skull and their guests gathered in the Grand Ballroom of the Park Central Hotel to enjoy the Sixth Annual Formal Reception. The rhythms of Lou Lang's orchestra added to the pleasure of the evening by providing a most satisfactory accompaniment for the dancing. The Violet Skullers will not soon forget Florrie Jarmen's singing of "Who Said You Couldn't Be Had?" especially as she was assisted by Ann Whitmore and Peggy Glennon of Theta Upsilon. This bit of entertainment carried with a strong collegiate flavor, and the joining of the guests in the singing made it a truly impressive feature of the evening.

Following the rendition by the Theta U'ites, the crowd sang the Palisades and Fordham's Marching Song, The Ram. This additional frivolity was especially appropriate as the date was the eve of the Fordham game, and all present were eagerly awaiting the fray of the morrow.

At midnight the dancers appreciated the summons to a palatable supper. "Out in The Cold Again," a most appropriate selection, sent the happy joymakers at three o'clock out into six inches of still fast falling snow. The various fraternity houses and night clubs offered entertainment to those desiring to finish the morning with further merrymaking.

Most of the fraternity men went to their respective houses with their guests, where early morning breakfasts were served to those who desired to warm themselves before departing homeward in the fast developing blizzard.

The Committee

WALTER SARGEANT, Chairman

THOMAS VULTEE, Co-Chairman

GEORGE WILLIAMS



DELIAN COUNCIL

Each year the Delian Council Dance is the final Formal affair of the College year. Held in June with an atmosphere that breeds romance, this dance is always a social success. The joyous couples, released from the cares and worries of their scholastic work, seem to have a spirit that is lacking at any other time and this spirit is inoculated into all.

DELIAN COUNCIL, composed of the six Christian sororities in the Washington Square center, holds in the first part of June their annual Formal Dance. This year the affair will be held at the world renowned Sherry's and an excellent orchestra of the Princetonians will provide the music for the gay couples.

Last year the Delian Council held their affair at the Barbizon Plaza. The large ballroom was decorated with the banners of the eight members of the council and the setting was extremely collegiate. Gene Reilly's orchestra supplied the music and several of his own compositions and arrangements were very pleasing.

The feature of the evening was the announcement by Phi Delta Sorority of their merger with a national organization and the name of the newly formed sorority, Beta Phi Alpha.

Thus, as the school year draws to a close, the members of Delian Council and the Violet Skull look forward to this year's formal. The committee headed by Jane Flanagan, President of Phi Chi Theta, has promised an unusually interesting function and if past affairs are any criterion, this will be another social success and a fitting close to New York U.'s social program.



WINTER FROLIC

The only all Commerce social function, the Winter Frolic, is always a well attended affair. The selection of a Queen and her presentation at the dance create an unusual amount of interest in this annual function. This year Kay Reynolds presided as Queen.

ON December 16 in the grand ballroom of the Park Central Hotel, Kay Reynolds, Queen of the 1935 Winter Frolic, received her subjects on the little balcony above the dance floor. Over one hundred couples paid homage to her majesty. William Gardiner presented her with an engraved ring on behalf of the student council, Kingsley Jones, Editor-in-chief of the Commerce Violet, presented her with an evening bag on behalf of the Violet Board, and Dwight Wardell, Editor-in-chief of The Commerce Bulletin, presented her highness with a bouquet of American Beauty roses.

Once again the Winter Frolic was a gay affair. Many members of the faculty and their wives attended. Howie Emerson and his orchestra provided excellent dance music, and the committee of student council members who supervised the dance deserve much praise for providing an entertaining evening for all.

The feature of the evening was the paying of a bet by Cameron Merkle, president of the night student council. For failure to sell more bids than the day division, Cam had to permit himself, dressed in red flannels, to be wheeled around the ballroom floor in a wheel barrow.

At two o'clock the strains of Home Sweet Home sent the merrymakers on their many ways, and thus ended another successful all Commerce dance.



FROSH HOP

The first large social function of every college man, the frosh hop, is something that is always remembered. No matter how many brilliant and more formal functions he attends later, the freshman dance will always be remembered.

ON May 9th, the luxurious Hotel Delmonico was the scene of the Freshmen's annual gambol. There, to the excellent dance music of Earl Carpenter's Miami-Biltmore orchestra, the unusually large gathering of nearly 150 couples enjoyed one of the gayest social affairs of the year. The informality and friendly spirit made the young guests feel quite at home at this, their first large social function, and made the evening a huge success.

A bit of glamor and sophistication was added to the evening by the presence of Marjorie Dorman, former chorine in George White's Scandals, and her voluntary entertainment lent an unexpected "Broadway" note to the affair.

Caught in the net of unescapable and infectious gaiety which permeated the entire atmosphere, were professors Collins, Morris, Schiffer and Miss Reutiman, who as delegates of the faculty, were honored guests of the freshmen.

Thus under the able direction of the committee, the class of '39 was fully initiated to the Social parade of New York U.



SOPH HOP

Their first formal affair resulted in such a social success that it will be no surprise to find the class of '38 one of the leading groups of New York U. in the next two years. Their spirit and originality is sure to bring success to their members.

THE class of '38 held the Sophomore Hop on the evening of April 18, in the Gold Room of the Savoy-Plaza Hotel. Ninety-five students of both the day and evening divisions, accompanied by their guests, danced until the early hours of the morning to the music of Howard Emerson's orchestra.

Dean Madden, Dean Collins, Professor Schiffer, and Professor Morris were the invited guests of the sophomores. Tables were arranged in a circular pattern around the dance floor.

As an added attraction the committee arranged for Lynn Gordon, songstress with Harry Reus' Eskimos on the Cliquot Club program, to sing a few numbers. For variety the orchestra at midnight played a specially-arranged version of "The Palisades." At three o'clock the band broke into the ever beautiful "Good Night, Ladies," and the last class formal for the Sophomores as lower classmen was ended. The happy couples then dispersed to the many delightful and unique night clubs in the fifties.

Committee chairmen who made arrangements for this annual affair were: Arthur Bendremer, Milton Cramer, and David Dally, Day Division; Benson Beneker and Sol Wilson, Evening Division.

The committee who cooperated with its chairmen was composed: Herbert Fox, Herbert Rubin, Stephen Gamp, Frances Pillet, Frank Raspanti, Beatrice Liptzen, Allan Rakoff, Gladys Berres, Harold Smith, Shepherd Schaffer, Howard Hawley, Edward Rubin, Emanuel Davidoff, David Bower, Morris Bimberg, Harry Hayman, Morton Cohen, Mildred Brooklyn, Nettie Tocker, Herbert Peltzman, and Charles Dribben.



JUNIOR AND SENIOR SMOKERS

These stag affairs held by the two upper classes do much to bring the men closer together and create a spirit that is hard to obtain without a similar event. Held just before the Christmas vacation these stag functions are very popular and always draw a large group.

PERHAPS the most interesting and certainly the most popular affairs of the year 1935-6 were the junior and senior smokers. Each affair was well attended, and the faculty guests of the evening were at their best with their stories and more serious advice.

The seniors held their smoker first. In the early part of December Caruso's restaurant on 34th Street was the scene of the smoker, and Co-chairmen Amodio and Bromley did an excellent job in providing a very entertaining program for the evening. Professors Hopper, Sheppard, and Harris were the popular faculty guests, and their stories were called for again and again. Dr. Sheppard also gave a very serious talk on the future of college men and added some excellent advice. After dinner the entertainers from the restaurant put on a small show. With the singing of the Palisades the highly enjoyable evening was brought to a close, and the last stag affair for the senior group was over.

Germania Hall was the site selected by Co-chairmen Stark and Jassem for the Junior smoker, and over one hundred members of the junior group gathered to spend a very interesting evening together. Professor Hopper, that ever popular faculty member, was the guest of honor, and he gave his usual rendition of very entertaining stories and after dinner jokes.



L.O.W. FORMAL

The L.O.W. Formal Dance was the first social function to be held outside the school by the Commerce women. The originator of the plan, Jane Flanagan, and the committee are to be congratulated for taking this courageous forward step.

EIGHTY couples were present at this first L.O.W. Formal in the Colonial and French Rooms of the Park Central Hotel on November 30.

The presentation of two silver bracelets to the winners of the League of Women Essay Contest was one of the outstanding features of the affair. The prizes were awarded to Miss Veronica Donder and Miss Katherine Reynolds by Eleanor Woidscheck, president of the organization. Lonia Di Mattia, who appeared at midnight as the masked lady, and Katherine Reynolds entertained by singing. Betty Gast contributed to the entertainment by dancing a novel Spanish Tango with Irving Peck.

Accommodations for the formal included the twin rooms, which together furnished the largest floor space ever occupied by a Commerce Dance. Honorary guests included Miss Gladys Reutiman, faculty advisor to women, and Professor Herbert Schiffer.

With this successful function, another annual social affair was firmly established. The women of Commerce have definitely proven themselves capable of holding their own activities and the ensuing school years will find the L.O.W. Formal one of the outstanding events of the social season.

COMMITTEE

Co-Chairmen

JUDITH STARK

BETTY GAST

Members

MARY ONDROVIC

HAIDA STACEY

RAE HITTLEMAN

ROSYLN SCHENKER

ALDONA SLIKAS

BEA LIPTZEN

ALICE HILLMAN





F. LOUIS MORA,
N.A.

Prominent Portrait
Painter

Self-Portrait

ETHEL TRAPHAGEN

Foremost Fashion
Designer

MAJOR BOWES

Recent business con-
tracts made it impos-
sible for him to act in
the capacity he had
intended.



THE JURY

AMONG OUR HANDSOME YOUNG WOMEN



MISS VIVIAN WALSH



MISS LINA SCHWARTZ

MISS MAUREEN HETTGER



MISS ELIZABETH
WURZBURGER



MISS KATHERINE REYNOLDS

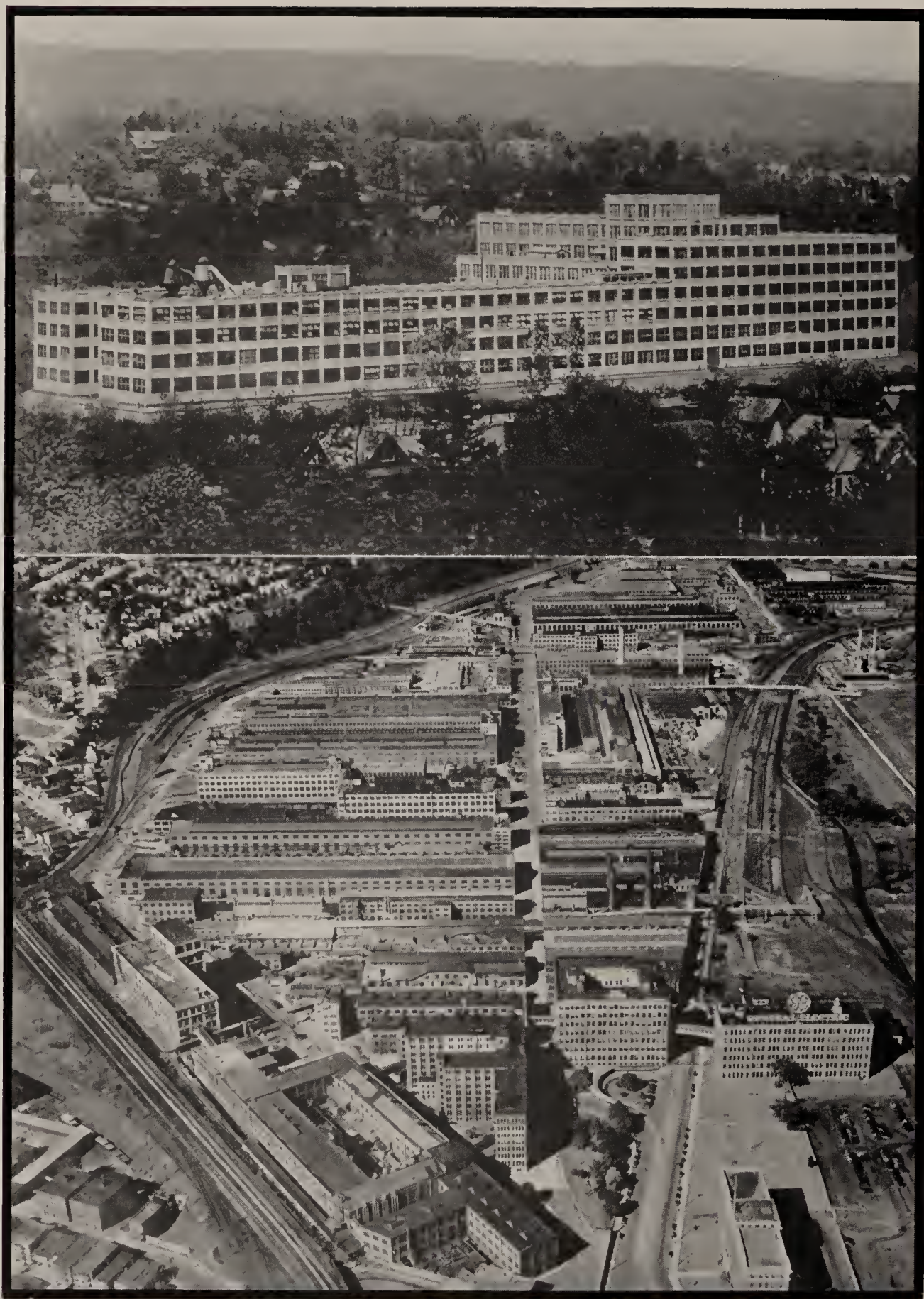


MISS ALDONA SLIKAS

MISS JOAN CANTORE



MISS LILLIAN HARRIS



Edison Storage Battery Plant
General Electric Plant



CHARLES M. SCHWAB

GEORGE F. JOHNSON

GERARD SWOPE

FIELD TRIPS

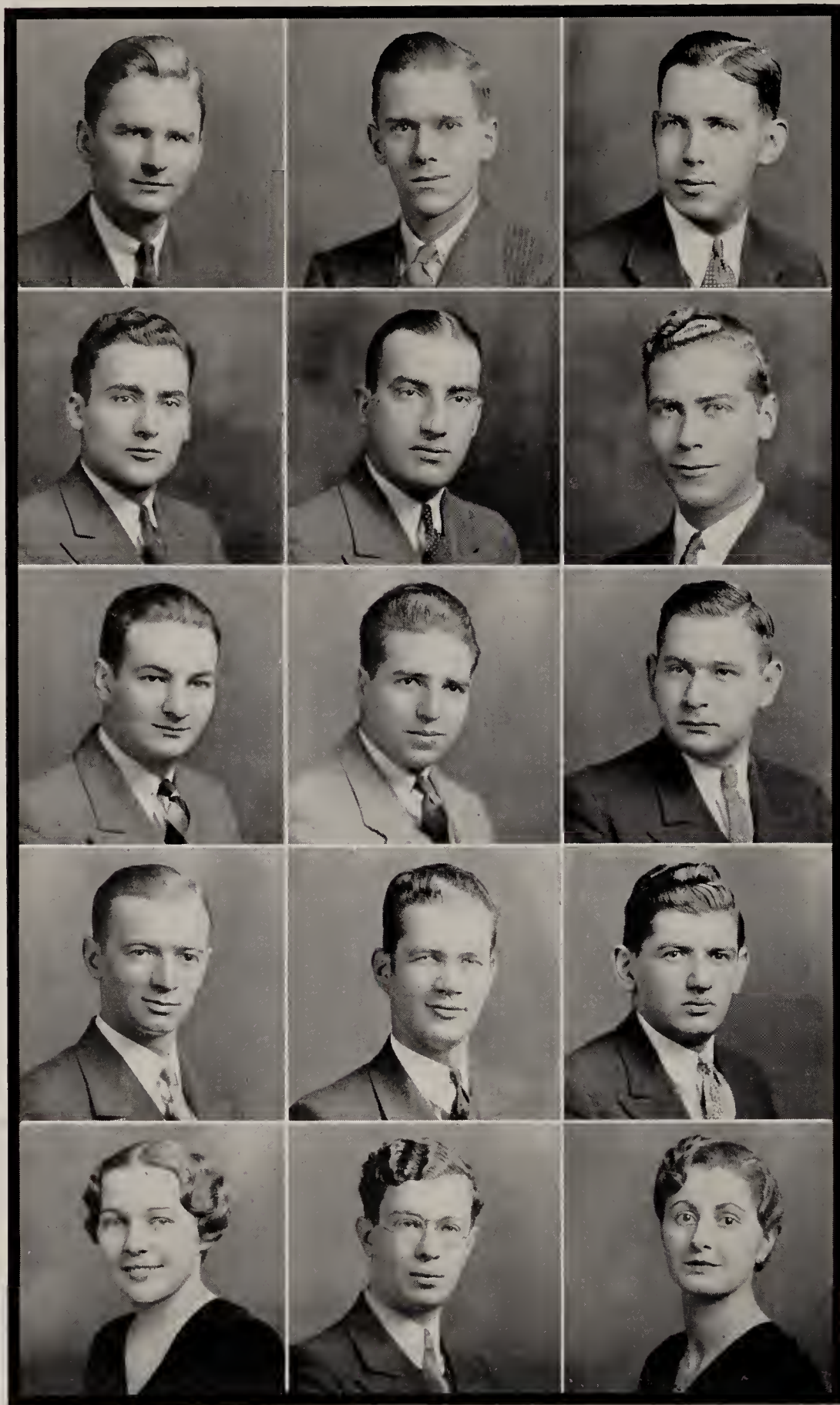
FOR the purpose of bringing the student of business into close contact with the business world and giving him a chance to actually see the practical material he is studying, the Management Department conducts trips to many of the largest industrial plants. These trips were first inaugurated in 1931 in connection with Dr. Glover's course in the Development of American Industries. The first trips were by bus to the Ford Assembling plant at Edgewater, N. J. Sixty-seven students went on the first trip. Since that time these trips have been so successful that a whole train is now chartered and the distance covered is frequently as high as 300 miles and from two to three hundred students and faculty go.

This year the trips conducted were to the Bethlehem Steel, the General Electric plant, the Edison Storage Battery, and the Endicott-Johnson Shoe Factory. On the trip to the Bethlehem Steel, Manhattan College students asked permission to go and about sixty of them were included in the group.



ENDICOTT JOHNSON FACTORY

STUDENT HALL OF FAME



MERKLE
MANDELOWITZ
CAPSAMENOS
HOPKINS
WOIDSHECK

WARDELL
CINCOTTA
ASHMAN
HACKETT
STEINER

JONES
LESSER
TAMARIN
AMSTER
KOWALESKI

STUDENT HALL OF FAME

THE student Hall of Fame was originated this year with the selection of fifteen students to be listed in the national Who's Who in American Universities. The selection of the students so listed was made by the President of the Student Council and Associate Dean Collins.

The men and women so chosen are those who have been outstanding in their service to the University throughout their college careers. These men and women have not only served the school but have also brought recognition and honor to it.

The men and women listed below with their honors are the ones chosen for 1936.

DWIGHT WARDELL
 $\Lambda \Sigma \Phi$
 Alpha Phi Sigma
 Sphinx
 Violet Scroll
 Editor, Commerce Bulletin

SANFORD TAMARIN
 Alpha Phi Sigma
 President Day Organization

GILBERT LESSER
 Alpha Phi Sigma
 Editor-in-Chief
 1935 Violet

JAMES P. HACKETT
 $\Delta \Sigma \Pi$
 Alpha Phi Sigma
 Sports Editor, Commerce
 Bulletin

FRANK HOPKINS
 Alpha Phi Sigma
 Senior Representative

ELEANOR WOIDSCHKE
 $\Theta \Upsilon$
 President, Day L. O. W.

WILBUR ASHMAN
 Student Council

KINGSLEY JONES
 $\Delta \Sigma \Pi$
 Al Lehman Cup
 Violet Scroll
 Management Honorary Society
 Editor-in-Chief
 1936 Commerce Violet

JOHN CINCOTTA, Jr.
 Alpha Phi Sigma
 Violet Scroll
 President Senior Class

WILLIAM STEINER
 Alpha Phi Sigma
 Alpha Delta Sigma
 Violet Scroll
 Editor, Commerce Log

JEROME AMSTER
 Arch and Square
 President Senior Class

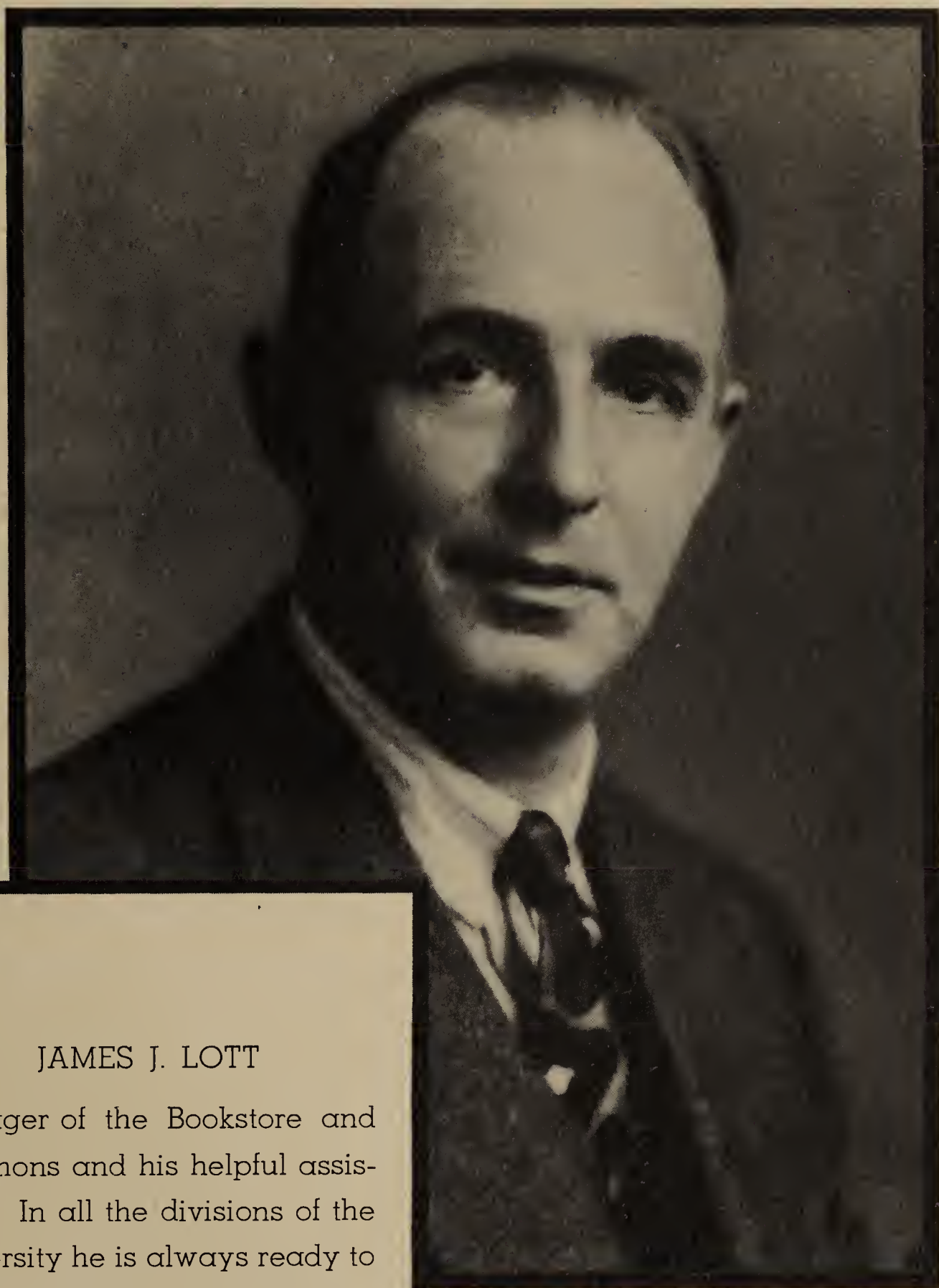
CAMERON MERKLE
 Arch and Square
 President Night Organization

JANE KOWALESKI
 Phi Chi Theta National Key
 award
 President Night L. O. W.

SEYMOUR MANDELOWITZ
 Student Council

GEORGE CAPSOMENOS
 Student Council





JAMES J. LOTT

Manager of the Bookstore and Commons and his helpful assistants. In all the divisions of the University he is always ready to cooperate with students and faculty.

UNIVERSITY SERVICES





EMPLOYMENT BUREAU

Although the word "Employment" is an important part of the Bureau's name and of its work, it represents only one part of its activities.

In cooperation with Faculty Advisors, students are assisted in arranging their courses of studies so as to obtain the best preparation possible for their chosen occupations.

The vocational counselling given covers a wide range of problems such as: advisability of changing occupations, changing from one occupation to another without losing the benefit of previous experience and training; changing jobs; preparations for increasing salaries and obtaining promotions; information concerning employment trends and policies in various industries; and many other problems peculiar to individual circumstances.

Outside of the University the representatives of the Bureau are constantly informing employers of the occupational training given in the School of Commerce, and a gratifying increase in the demand for Commerce-trained personnel reflects the value of this educational work.



BOOKSTORE AND COMMONS

New York U. students who are served by the University Press Bookstores appreciate greatly the Book Exchange. Used books as well as new books may be secured and books no longer needed may be disposed of readily and profitably.

Students are served at the cafeteria and at the soda shop the finest of foods. Delicious refreshments are always available.



CORN EXCHANGE BANK

At the Astor Place Branch, the Corn Exchange Bank offers, through the courtesy of its Manager, Mr. Cronin, every banking facility to the faculty and students of New York U. This courtesy has been continuous for many years.



CHIDNOFF—PHOTOGRAPHER

The class of 1936 selected the Chidnoff Studios, opposite the New York Public Library on Fifth Avenue, as their official photographer. The Chidnoff Studios this year will have served over 100 colleges and prep schools in the East. Their palatial modern furnishings and equipment show rare artistic understanding and exceptional technical achievement.

**ROBERT W. KELLY, COMMERCE '29**

This year the Robert W. Kelly Publishing Corporation, publishers of limited editions and the better annuals will print over 50 annuals for colleges and prep schools from Maine to California. The Commerce Violet is one of these exceptional yearbooks. The printing plant with a most complete and up to date equipment is located at Three hundred and nine Lafayette Street, New York City. Mr. Kelly employs wherever possible students of New York U.

ACKNOWLEDGEMENTS

EVERY Editor finds when he tallies up the work of the year that he owes many debts of gratitude for unselfish services rendered. The staff receives its reward by appointment and election to Violet Scroll but many others give immeasurable aid and must know that the generous thanks of the Editor is their reward. It is to these men and women that the Editor wishes to express his heartiest appreciation.

Professor C. Hayes Sprague, that human dynamo of energy whose wisdom and sense of humor has saved many an editor when the outlook seemed darkest. They don't come any finer or squarer.

Dean John T. Madden, friend and adviser, who was never too busy to see a harried editor and for his valuable help and advice.

Dr. Gerald E. SeBoyar, for his untiring aid and high ideals.

Professor Lloyd E. Dewey, for his ever ready assistance and guidance.

Robert W. Kelly, the editor's friend, whose untiring efforts went beyond the duties of a printer.

The Chidnoff Studios for their many kindnesses and assistance in the handling of over 2000 photographs.

Harry Mellor, Fred Fuchs, and Jerry Sullivan of the printers for their faithful service.

Associate Dean Collins for his ever ready co-operation.

Mr. Perrier, Arnold Cohen and George Shiebler of the Bureau of Public Information for their help in supplying information and photographs.

Bill Engle, cameraman superb; no stunt was too hard for him to photograph, no hour was ever too early or late.

Miss Norma Ries for her gracious handling of the dinner tendered the staff by the school.

Faculty department heads, secretaries, and all the well-wishers who gave of their time and service.

To the above should go all the praise, the Editor will take all criticism and blame.

KINGSLEY JONES,
Editor-in-Chief, 1936 Violet.

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